

BEWARE! YOUR TV SET CAN **KILL YOU!**

53

TV DIGEST

WILL MISS BROOKS
GET HER MAN?

COMPLETE PROGRAMS
Week of January 10
PENNA. EDITION

15c



Are DRAGNET'S Sergeants Jinxed?



WBRE-TV Channel 28

Wilkes-Barre

WBRE-TV still is in the process of signing and negotiating network contracts with the National Broadcasting Company. Thus this accompanying schedule is as complete as it can be at the time TV Digest goes to press. Because of the many difficulties involved in getting a new TV station moving smoothly, it is probable that considerably more programming may be added to fill in the gaps in the channel's schedule.

SATURDAY, January 10

4:15 **PRO BOWL.** American Conference stars vs. National Conference Stars in National Football League game.
7:30 **FILM FEATURES.** Full length feature films and short subjects.
9:30 **YOUR SHOW OF SHOWS.** Musical variety revue featuring Sid Caesar and Imogene Coca aided by Bill Hayes, Judy Johnson, Jack Russell, Carl Reiner, Hamilton Trio.
10:30 **YOUR HIT PARADE.** The top seven tunes get special treatment from Dorothy Collins, June Valli, Snooky Lanson, Russell Arms, the Hit Paraders and Raymond Scott's orchestra.

SUNDAY, January 11

5:00 **FILM FEATURES.** Full length movies and short subjects.
9:00 **TELEVISION PLAYHOUSE.** Drama.
10:00 **FILM FEATURE.** Movie.

MONDAY, January 12

5:30 **ADVENTURES OF KIT CARSON.** Bill Williams stars in tale of old west. Don Diamond, Denver Pyle featured.
6:00 **W-BAR-E RANCH.** Cowboy feature.
6:30 **NEWS.** Latest reports from the globe.
6:45 **SPORTS PARADE.** Latest in the sports world plus interviews.
7:00 **FILM FEATURE.** Movie.
8:00 **WINCHELL-MAHONEY SHOW.** Paul and Jerry clown around while a guest star aids Paul in the skits.
8:30 **VOICE OF FIRESTONE.** Guest Eugene Conley sings plus Howard Barlow's orch. in a classical music show.
9:00 **FILM FEATURETTE.** Short subject.
9:30 **ROBERT MONTGOMERY PRESENTS.** Drama. (See TV Drama on page 14.)
10:30 **FILM FEATURETTE.** Brief topics.

TUESDAY, January 13

5:30 **W-BAR-E RANCH.** Western feature.
6:30 **NEWS.** Latest news of world.
6:45 **SPORTS PARADE.** News, interviews.
7:00 **FILM FEATURETTE.** Short subject.
7:30 **DINAH SHORE SHOW.** Musical stylings by the soothing songstress.
7:45 **FILM FEATURETTE.** Short subject.
8:00 **STAR THEATRE.** Milton Berle hosts a musical variety revue.
9:00 **FILMETTE.** Interesting topic.
9:30 **CIRCLE THEATRE.** (See TV Drama, p. 14.)
10:00 **TWO FOR THE MONEY.** Herb Shriner host on a multiple quiz show.
10:30 **MINDY CARSON SHOW.** Musical with Florian Zabach's violin aiding.
10:45 **ON THE LINE.** Bob Considine.

WEDNESDAY, January 14

5:30 **W-BAR-E RANCH.** Western feature.
6:30 **NEWS.** Latest news of world.
6:45 **SPORTS PARADE.** News, interviews.
7:00 **FILM FEATURETTE.** Short subject.
8:00 **I MARRIED JOAN.** Joan Davis and Jim Backus star in situation comedy.
8:30 **MUSIC HALL.** Patti Page, Frank Fontaine head musical comedy show.
9:00 **FILM FEATURE.** Movies.

THURSDAY, January 15

5:30 **W-BAR-E RANCH.** Western feature.
6:30 **NEWS.** Latest news of world.
6:45 **SPORTS PARADE.** News, interviews.
7:00 **FILM FEATURETTE.** Short subject.
7:30 **DINAH SHORE SHOW.** Musical stylings by the soothing songstress.
7:45 **FILM FEATURETTE.** Short subject.
8:00 **GROUCHO MARX SHOW.** Comedy quiz with the moustached humorist as host.
8:30 **T-MEN IN ACTION.** Walter Greaza stars in the story of T-Men.
9:00 **FOREIGN INTRIGUE.** Jerome Thor Sydna Scott co-star in adventure series.
9:30 **FILM FEATURE.** Movie.
10:30 **MADISON SQUARE GARDEN.** Highlights of top events from that arena.

FRIDAY, January 16

5:30 **W-BAR-E RANCH.** Western feature.
6:30 **NEWS.** Latest news of world.
6:45 **SPORTS PARADE.** News, interviews.
7:00 **FILM FEATURETTE.** Short subject.
8:00 **DENNIS DAY SHOW.** Situation comedy of life in a boarding house.
8:30 **LIFE OF RILEY.** William Bendix stars in title role of comedy.
9:00 **FILM FEATURE.** Movie.
10:00 **BOXING.** Harold Johnson vs. Jimmy Slade in ten-round bout from New York.



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LETTERS TO THE EDITOR

your voice
in television

Please limit letters to 50 words. Give name and address for reference; name will be withheld if desired.

Fairmeadows Fan

. . . I would like some information about "Fairmeadows U.S.A." which appeared on Kate Smith's show. When did it first appear on her show? Is the cast the same as when the Fairmeadows show was first on TV?

C.S., Trenton, N.J.

• The sketches first appeared on the Kate Smith Hour on September 8, under the title of "The House In The Garden". Of the original Fairmeadows cast Ruth Mattheson, Tom Taylor, Mildren Strongin, Viola Roache, Virginia Sale, James Vickery and Jane Sutherland were seen, but several other portrayals were changed.—Ed.

Durante Theory

. . . I read the very interesting story of Jimmy Durante in your recent issue of TV Digest and enjoyed it very much. A thought came to my mind about "Mrs. Calabash." In Mr. Durante's nationality and mine "Calabash" means "Come downstairs." I was wondering if he isn't referring to his late wife, to whom he was so devoted.

Mrs. N. Giardello, Reading, Pa.

• There are all sorts of interesting ideas concerning the identity of "Mrs. Calabash" and since Jimmy isn't revealing who she is, your guess is as good as anybody's. Most unusual of the letters received on this subject was one which came in several years back. It was from a woman who insisted SHE was Mrs. Calabash. The letter even included an affidavit to that effect!—Ed.

The McCoy

. . . Was that really Topper that Hop-along Cassidy rode in Gimbel's Thanksgiving Day Parade?

Miriam Silcox, Phila.

• That was Topper.—Ed.

(Continued on page 4)



LETTERS to the EDITOR

your voice in television

(Continued from page 3)

Down With Red

... Anything you can do to obliterate the Red Skelton Show will be appreciated. As a mother I cannot permit my child to witness this awful thing. Dorothy Fisher, Denver, Pa.

Real Monicker

... We are interested in knowing the real name of Red Buttons.

Mary Sullivan, Phila.

• Aaron Chwatt was Red's original name.

Slightly Related

... Please tell if Johnny McPhee of "Twenty Questions" is related to Frank McPhee, captain of the 1952 Princeton football team. They seem to resemble each other.

E. H. Jones, Woodbury, N. J.

• They're cousins.—Ed.

The Secret Word

... On a Groucho Marx Show some time ago the secret word was "Door." One of the guests said the word and was not given the \$100. Please explain.

Mrs. TV, New Holland, Pa.

• The fact that the guest said the secret word passed unnoticed until after the show when the station and sponsors were bombarded with phone calls and letters. The error was rectified and a check for \$100 went out to that contestant.—Ed.

It Goes On And On

... Could you please settle an argument between my wife and me. On the show "Unexpected" on November 27, I say the man who played opposite Martha Vickers was Gig Young. My wife says no. Could you please set us straight? George J. Bayers, Phila.

• Your wife is right. Gig Young was not in the cast. Pat O'Moore played the husband while Ramsey Hill played the husband's partner.—Ed.

That's The Girl

... Please tell me if the Sandy Stewart who appeared on "Bandstand" last month is the same person as Sandy Gale, once a Gretz Golden Girl on the "Cavalcade of Girls."

Mrs. Pat Scarpa, Vineland, N.J.

• Same girl.—Ed.

No Coincidence

... There was a Barbara Nelson who appeared on the Ozzie and Harriet show some time ago. Is she related to the Ozzie Nelsons or is it just a coincidence that she has the same name?

Mrs. D. Magee, Trenton, N. J.

• Barbara Nelson is Ozzie's sister-in-law.—Ed.

On The Beam

... On the Dennis Day show, the doors on the TV set seem to open by themselves during the commercial. How is this done?

Richard Ulrich, Mohnston, Pa.

• The doors work electronically. As the camera moves in a beam is broken, setting off a trigger which causes a spring to release—opening and/or closing the doors. It works on the same principle as those doors in the new stores, markets, railroad stations, etc.—Ed.

We Deliver The Goods

... For several years I have been trying to purchase a raincoat similar to the one worn by Roscoe Karns in the "Rocky King" program. Could you advise me what kind of a coat it is?

William M. Power, Doylestown, Pa.

• Roscoe Karns tells us his coat is called a "Galecloth Coacher" made by the Alligator Company. He has had his for years and it has become lighter due to constant cleaning. He mentions in passing that a "Rocky King Raincoat" should be on the market this Spring.—Ed.

Subject of Disagreement

... Would you please settle a disagreement for us? What kind of grain is shown on the Lone Ranger commercial? R. R. Wheeler, Chester, Pa.

• What you see is a field of oats.—Ed.

video vignettes



Eddie Cantor

Through his annual "Give a Gift to a Yank Who Gave" campaign, via his radio show, Eddie Cantor has brought in more than 11 million Christmas gifts for hospitalized servicemen in the past seven years. On his future TV appearances Cantor will announce a change to a 12-month-a-year plan, not for gifts but for pints of blood. . . . Bill Hayes, of "Your Show of Shows," has been signed for the forthcoming Rodgers and Hammerstein musical, "Me and Juliet." Hayes is scheduled to leave "Show of Shows" March 14 so that he can start rehearsals for the musical. . . . Alan Mowbray, familiar film figure, will have the lead in the new ABC-TV show, "Colonel Humphrey Flack," based on the Saturday Evening Post stories.

Charles Laughton, in addition to his readings on his new show, also directs and collaborates on research for these telefilms. . . . Gloria Gordon, the Mrs. O'Reilly of "My Friend Irma" fame, spends her spare time between show rehearsals knitting socks for her son. Son is none other than Gale Gordon, the touchy tempered principal in "Our Miss Brooks." . . . Richard Denning, male half of the Mr. and Mrs. North stanza, is co-starring with John Ireland in movie called "49 Men." . . . Greta Garbo may be lured into TV by fat fee offered for an "Omnibus" appearance. The bashful Swede can pick up \$50,000 for a seven-minute dramatic stint on the CBS endeavor.



Charles Laughton



John Cameron Swayze

John Cameron Swayze will soon be seen in a series titled "Vacationland, America." Series comprises films of Swayze's, his wife and children's various weekend vacations taken throughout the country. . . . The first "I Love Lucy" feature film, based on three episodes of the TV series, will be released throughout country early this spring. . . . Archie Bleyer, Arthur Godfrey's musical director, has organized his own recording company, with Julius LaRosa, Godfrey warbler, the first star to be signed. Disk outfit will be known as "Cadence Records." . . . Old time Swedish comic, El Brendel, will be seen in "My Little Margie" show. Former matinee idol, Walter Woolf King, will also be included in future "Margie" episodes.

J. Carroll Naish and "Life With Luigi," though top rated, was axed by sponsor because of complaints that "Luigi perpetuates the Italian stereotype." . . . It's reported Dean Martin and Jerry Lewis have notified NBC that they wish to bow out of future appearances on the "Colgate Comedy Hour." The comedy duo is scheduled for five more shots this season. . . . Makers of Tootsie Rolls find TV mighty sweet. Starting in February outfit will add 15-minutes to its Sunday morning sponsorship. Show will be tagged "Junior TV Teen Club" and will feature talented moppets from 5 to 10 years of age, with each week's winner earning a spot on "TV Teen Club" program, also sponsored by Tootsie Roll.



J. Carroll Naish

tv flashes

The latest program news and information.

SATURDAY: Tallulah Bankhead's guests on All-Star Revue (8 P.M., Ch. 3) are Milton Berle, Patsy Kelly, Phil Foster and Dennis King. . . . Michael Redgrave is the guest host on Your Show of Shows (9 P.M., Ch. 3).

SUNDAY: George S. Kaufman's spot on the This Is Show Business panel will be taken by Steve Allen (7:30 P.M., Ch. 10). . . . Margaret Sullavan, Eleanor Parker, and Robert Taylor featured on Toast of the Town (8 P.M., Ch. 10). . . . Jose Greco's dancing and Brian Aherne's and Viveco Lindfors' acting feature Omnibus (4:30 P.M., Ch. 10).

MONDAY: Paul Douglas stars in "The Living Image" on Hollywood Opening Night (9 P.M., Ch. 3). . . . Bob Baker boxes Billy Gilliam (10 P.M., Ch. 6). . . . Eugene Conley sings on Voice of Firestone (8:30 P.M., Ch. 3).

TUESDAY: Ronald Reagan, Dolores Gray visit Star Theatre (8 P.M., Ch. 3).

WEDNESDAY: Ezzard Charles and Wes Bascom box (10 P.M., Ch. 10).

THURSDAY: Pres. Truman makes an informal farewell address (10:30 P.M., Ch. 3, 6 and 10).

FRIDAY: The GM Motorama of 1953 with Arthur Godfrey as emcee is slated for 9 P.M., Ch. 10. . . . Phila.'s Harold Johnson boxes Jimmy Slade (10 P.M., Ch. 3). . . . Jimmy Blaine emcees March of Dimes Telethon (11 P.M., Ch. 6).

BILL CAMPBELL SPORTS
IMMEDIATELY FOLLOWING
WEDNESDAY NITE BOXING
CHANNEL 10
Presented By



HOUSEHOLD FINANCE
Corporation



Schedule Changes: Racket Squad, with Reed Hadley as Capt. Braddock, starts at a new time (9:30 P.M. Sat. on Ch. 10) on an alternate week basis . . . Rex Trailer's Ranch House supplants Cartoon Party Tuesday and Thurs. at 5:15 P.M. . . . Sunday on Ch. 6 Junior Press Conference moves to 1:30, Guild Playhouse to 2, Voice of Philadelphia to 3:30 and Big Picture at 4. . . . The March of Dimes Telethon on Fri. on Ch. 6 bounces the Newsreel, weather and Sportsmen's Hunting shows off . . . Pick Your Ideal returns Wed. 2:45 P.M., Ch. 3.

New Shows: John Wayne's Western Theatre gets going at 6 P.M., Sat. on Ch. 10 . . . Lilli Palmer's filmed show debuts Sun. 3:30 P.M., Ch. 3 . . . Ed Hurst and Joe Grady make their debut on TV Sat. at 11:30 A.M., Ch. 3.

Advance Tips: Boxing fans have some good fights in store. On Jan. 21 Kid Gavilan meets Vic Cardell and on Jan. 28 a double main event of two six rounders will come from Chicago. Chuck Spieser faces Tony LaMonico in one contest and Floyd Patterson fights Chester Mieszala in the other. The Saturday night cards start off with Paddy DeMarco vs Johnny Gonzales on Jan. 24 and continue on Jan. 31 with Ezzard Charles vs Willie James and on Feb. 7 with Lauro Salas and Tommy Collins . . . Jack Benny guests with Burns and Allen on Jan. 22 . . . Peggy Lee sings with Jackie Gleason on Jan. 17 . . . Phila.'s own Four Aces sing with Perry Como on Feb. 4 . . . New shows in the works include a western extravaganza which Ch. 10 will originate daily.



Hadley



Salas

Saturday

JANUARY 10

| | | |
|-------|----|--|
| 9:00 | 10 | TIME, MUSIC AND RESUME (Ph-F) Background music with up-to-date programming information. |
| 9:45 | 3 | TODAY'S HEADLINES (Ph-F) Flashes of top news events |
| | 10 | INDUSTRY ON PARADE (Ph-F) A look at production in large and small businesses in the United States. |
| 10:00 | 3 | RIDIN' THE TRAIL (Ph-L, F) Rex Trail-er presents a western movie. |
| 10:15 | 10 | JUST US KIDS (Ph-L, F) Songs, stories and cartoons with the coonskin-hatted Patches and his guitar. |
| 10:30 | 6 | ROOTIE KAZOOTIE (NY-L) Big Todd (Russell) and Mr. Deetle Dootle talk with the characters of the Rootie Kazootie Club, including Rootie, Gala Poochie, El Squeako Mouse, Poison Zoomac, Winkety Blink, and Polka Dottie. The animated puppets feature songs, whimsical adventures, magic tricks and some real "gosh-a-roo-tie" audience participation. |
| 11:00 | 3 | C'MON TO UNCLE PETE'S (Ph-L, F) Pete Boyle with stories |
| | 6 | CHIEF HALFTOWN'S PERFORMERS (Ph-L) Youthful performers between the ages of 2 and 15 vie for prizes in singing, dancing, acrobatic and musical acts. The stalwart Seneca Indian is emcee. |
| 11:30 | 3 | SATURDAY WITH GRADY AND HURST (Ph-L) Variety, with talented youngsters singing and dancing, honors for the school of the week, and popular recordings featured. Joe Grady and Ed Hurst are co-hosts. |
| | 6 | HAIL THE CHAMP (Ch-L) Six youngsters chosen from the studio audience compete against each other in unusual athletic feats and stunts. Howard Roberts is head coach. Angel Casey is the co-emcee who helps the champs achieve their fondest wish for the grand prize. |
| 10 | | SMILIN' ED'S GANG (NY-F) Ed McConnell, Midnight the Cat, Squeekie the Mouse, Froggy the Gremlin add to the fun. Ed tells another tale of Gunga and the Maharajah in which a jungle poacher plans revenge on the great ruler by killing Gunga and a herd of elephants. |
| 12:00 | 6 | KIDS' MATINEE (Ph-L, F) Musical films to entertain the children. |
| | 10 | THE BIG TOP (Ca-L) Jack Sterling presents the Man from Mars, motorcycle acts inside a steel globe, trained elephants, Alf. Carlson, the Sheridans. |

(Continued on page 10)

Read **HOW TV SAVED**

*Lucille
Ball's*

MARRIAGE!

The fascinating, heart-warming, real-life story
of the star of

"I LOVE LUCY"

January

COSMOPOLITAN



Buy it TODAY!

Will "OUR MISS BROOKS" Get Her Man?

At least Eve Arden who plays the pursuing teacher, gets "E" for effort



ROMANTIC PAIR? Would seem Brooksie has come to the exasperation point with lover boy Boynton.

As the weeks go by and the devious, sometimes diabolical, man-catching plans of "Our Miss Brooks" fail to snare Professor Boynton, the sixty-four dollar question seems to be: will Miss Brooks finally snare a mate? Or will she join the ranks of such frustrated females as Daisy Mae (who recently had her years of chasing pay off), Jane Stacey, Maisy, and the two Old Maids?

No one can complain that Connie Brooks hasn't been in there pitching, plotting and planning. The patient-leng-suffering schoolmarm has tried charm, coyness, the intelligent ap-

proach, and any other suggestions offered by the faculty and students.

One week Miss Brooks followed through on the old adage, "the way to a man's heart is through his stomach." In cahoots with her landlady, Mrs. Davis, she lured the boob-like Boynton to a home-cooked meal, followed by a "slippers and pipe" atmosphere. Boynton kicked the adage into a cocked hat . . . instead of becoming heart sore because of Connie, he got heart burn because of the roast beef.

IT MUST BE LOVE: Below Miss Brooks is taken to lunch and gets 'taken' by the prof. At Right, Boynton protests when Brooksie tries the domestic touch on her unresponsive boyfriend.



The intelligent approach left its mark on Miss Brooks, if not on the biology teacher. Her Cook's Tour of the bio lab boomeranged as Connie cringed from the pickled toads and bottled bugs while Mr. Boynton boasted of the beauty of the beasts.

The prof failed to rise to the occasion when the romance of Mother Nature was introduced by Miss Brooks. A day in the country, 'midst the twittering of the birds, the rippling of the brook, the gentle whisper of the trees, brought forth the Eve in Connie but no more than a rash on Boynton.

Popular In Radio

The radio audience had known Miss Brooks only by means of the brassy, bossy voice of Eve Arden. When she hit the television screen the public agreed that the tall, willowy blonde brought humor into the classroom but never maligned the profession with a burlesque interpretation.

And so it goes, with Our Miss Brooks showing all the emotions of a normal single female and Professor Boynton showing all the reaction of a normal, single hunk of granite.

Ironically, Eve Arden, who, of course, portrays the role of Our Miss Brooks, realizes no real-life experiences to aid her in her reel-life problems. In private life she is the happily-married wife of Brooks West who, coincidentally, plays the part of the hard-to-catch Richard Rhinelander in "My Friend Irma." The Wests, with Eve's two adopted children, Liza and Connie, live a comfy, family life in the Hollywood Hills.

Changed Her Name

Born Eunice Quedonse, she changed her name to Eve Arden as soon as she got her first stage assignment at the Alcazar Theatre in San Francisco. Eve's solid acting background includes plenty of road work as well as plenty of big time. As the leading woman of a quartet called the Bandbox Repertory Theater, Eve says she played the 'phone booth' circuit. Following a session at the Pasadena Playhouse she headed for New York and landed in the "Ziegfeld Follies of 1936." One Follies led to another 'til Hollywood beckoned. In eight years Eve's parts grew in stature and im-

portance and she finally hit the top of the billing. Next the lady embarked in radio, with a featured spot on the Danny Kaye show. Radio was another media which Eve conquered, with her own "Miss Brooks" show which wound up in the top-ten listings three of its four years.

It's this background that makes TV's "Miss Brooks" lovable, likable and livable.

Miss Arden has a large flock of honest-to-goodness school teachers as fans. They're happy that Our Miss Brooks is pictured as a human being, even as you and I . . . they apparently feel that the fictional pedagogue presents a pretty fair portrait of today's educator. Except, of course, that real-life teachers have a better batting average when it comes to snaring that male—at least we hope so!

Will She Get Her Man?

The eventual fate of Our Miss Brooks and her marital status is in the hands of Al Lewis, writer and director of the show. Al won't give a peep of info regarding Brooksie's future but it well may be the TV fans will take a hand in the matter. It also may be that those influential ratings will decide Connie's connubial condition. Since 1948 the radio public has been following the flights and fancies of Miss Brooks' love life. Now they keep hot on her trail via video.



REAL-LIFE FAMILY: Here Eve Arden poses with her husband, Brooks West, and her two adopted children, Liza, 4, and Connie, 7.

NEW YORK

NON-STOP TURNPIKE LIMITED
NOW! Hourly Service
FIRST DEPARTURE 6:30 A.M.

TWO HRS.

LEAVE CAMDEN 10 MIN. LATER
PACKAGE EXPRESS ON ALL BUSES



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Ford Film Playhouse

"MAN IN THE
IRON MASK"

Louis Hayward, Joan Bennett

WFIL-TV, Channel 6
presented by

Your *Ford* Dealer

Now! At a new time! See

RACKET SQUAD

SATURDAY at 9:30 P.M.

WCAU-TV
CHANNEL 10

SATURDAY

JANUARY 10

(Continued from page 7)

- 12:15 6 **STORIES RETOLD** (Ph-L) Rev. Stanley Gambell tells a story based on verses from the Bible.
- 12:30 3 **TRI-STATE FARM SERVICE** (Ph-L, F) News of interest to the farmers in Pennsylvania, New Jersey, and Delaware. News of crops for the men, household hints for the women.
- 6 6 **THE BIG PICTURE** (Ph-F) "Army Transportation Corps." Documentary film showing the progression of supplies from the factory to the depot in the U. S., to the port and on to the front line in Korea.
- 1:00 3 **TODAY'S HEADLINES** (Ph-F) Flashes of up-to-the minute news.
- 6 **WESTERN THEATRE** (Ph-F) "Range-land." James Ellison and Russ Hayden battle back-to-back out west of the Brazos.
- 10 **MEET ME IN THE ZOO** (Ph-L) Fun at the Philadelphia Zoo as cameras visit the various and curious inhabitants. Roger Conant, curator, Jack Whitaker, announcer.
- 1:30 10 **QUIZ FOR KIDS** (Ph-L) Barry Cassell asks a panel of youngsters some tough questions and hands out prizes to the "smarties."
- 2:00 10 **GHOST RIDER DOUBLE FEATURE** (Ph-L, F) "Riders of Black Mountain" with Tim McCoy in the starring role. "Billy the Kid's Gun Justice" stars Bob Steele and Al St. John.
- 3:15 3 **REX TRAILER'S RANCH HOUSE** (Ph-L) Rex Trailer entertains his young friends with songs and stories as they gather at the ranch.
- 3:45 3 **WESTERN FILM** (Ph-F) Adventure.
- 4:00 10 **SATURDAY CINEMA** (Ph-F) "For Valor," Tom Wells, Ralph Lynn featured.
- 4:15 3 **PRO BOWL FOOTBALL** (LA-L) Coast-to-coast telecast of all-star game matching picked teams from National and American Conferences of the National Professional Football League. Action is on the gridiron at Memorial Coliseum, Los Angeles.
- 5:00 10 **GHOST RIDER** (Ph-L, F) "The Lone Rider in Ghost Town." George Houston stars as the stalwart hero who rides fearlessly into danger.
- 6:00 6 **SUPPER CLUB** (Ph-F) Musical films by leading performers.
- 10 **JOHN WAYNE WESTERN THEATRE** (Ph-F) "Westward Ho." Feature.
- 6:30 6 **TELEVISION NEWSREEL** (Ph-L, F)
- 6:40 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with Sunday forecast.
- 6:45 6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) The latest in the sporting world as viewed by the expert.
- 7:00 3 **WESTERN FILM** (Ph-F) Adventure



Whitaker
1 P.M. (10)Bankhead
8 P.M. (3)Daniels
8 P.M. (3)Merrill
8 P.M. (10)Darcel
9 P.M. (6)Bennett
10:30 P.M. (6)

6 **TV TEEN CLUB** (Ph-L) Youth speaks for itself in music as talented teenagers present a tribute to Stephen Foster. Jackie Morris, Jr. at Florida State College, is the special guest.

10 **STORK CLUB** (NY-L) Sherman Billingsley opens the doors of his famous nitery to let viewers hear the conversations of its extraordinary clientele. Guests for the evening are Perry Como, Mitchell Ayres and the Fontaine Sisters.

7:30 **3** **MY HERO** (LA-F) "The Catering Story." Robert Beanblossom (Robert Cummings) impersonates a French caterer to show a lady client how a party should be staged.

6 **LIVE LIKE A MILLIONAIRE** (NY-L) John Nelson puts the talent sprouts through their paces and introduces their entertaining parents.

10 **BEAT THE CLOCK** (NY-L) Contestants from the audience perform Bud Collyer's famous and hilarious stunts.

8:00 **3** **ALL STAR REVUE** (NY-L) Tallulah Bankhead ricochets off the personalities of Milton Berle, Dennis King, Patsy Kelly, Phil Foster, Billy Daniels and Meredith Willson. (See feature, page 25.)

6 **FILM FEATURE** (Ph-F) Movie.

10 **JACKIE GLEASON SHOW** (NY-L) Jackie Gleason with Audrey Meadows, Art Carney in comedy skits. Robert Merrill is featured guest. (See story on page 32.)

9:00 **3** **YOUR SHOW OF SHOWS** (NY-L) Sid Caesar, Imogene Coca headline comedy and musical revue featuring Jack Russell, Carl Reiner, Howard Morris, Bill Hayes, Judy Johnson, Billy Williams Quartet, Hamilton Trio, Bambi Linn and Rod Alexander. Michael Redgrave is host.

6 **HOME THEATRE** (Ph-F) "Thunder in the Pines." George Reeves, Denise Darcel. Tough backwoodsman fight for giant trees and gorgeous women.

10 **ABBOTT AND COSTELLO** (Ph-F) Fun and fury with the rapid-fire comedians trying to out-clown and out-shout each other.

9:30 **10** **RACKET SQUAD** (Ph-F) A so-called "sure system" for betting on the horses is exposed by Captain Bradock (Reed Hadley) when he helps a young lover to escape three clever confidence men.

10:00 **10** **FOREIGN INTRIGUE** (Ph-F) "Foreign Intrigue in Five Cigarettes." Robert Cannon (Jerome Thor) is enjoying a night out in his favorite Parisian bistro when a beautiful blonde spy spoils his evening by slipping a gold cigarette case into his pocket by mistake.

10:15 **6** **WHAT ONE PERSON CAN DO** (Ph-F) Father James Keller, Christophers Director, talks with Anita Colby, beauty consultant, and Marie Killilea, author of the best seller, "Karen."

10:30 **3** **YOUR HIT PARADE** (NY-L) Program of top song hits. Songs by Dorothy Collins, Snooky Lanson, June Valli. Raymond Scott's orchestra provides the background music. Extras are "Top Hat, White Tie and Tails," "Buttons and Bows."

6 **FORD FILM PLAYHOUSE** (Ph-F) "Man in the Iron Mask." Louis Hayward, Joan Bennett. Twin sons of the King of France battle for the right to rule the kingdom.

10 **IT'S NEWS TO ME** (NY-L) John Daly moderates as panelists Anna Lee, Herman Hickman, Olga San Juan, Edmond O'Brien try to confuse audience challengers.

11:00 **3** **SATURDAY NIGHT PLAYHOUSE** (Ph-F) "X Marks the Spot." Anne Jeffreys, Neil Hamilton. A happy-go-lucky detective rounds up some hijackers on the eve of his induction into the Army.

10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events

11:10 **10** **TOMORROW'S WEATHER** (Ph-L) Sunday forecast by Barry Cassell.

11:15 **10** **WRESTLING** (Ph-F) Dick Lane announces as the matmen tangle.

12:00 **3** **NEWS** (Ph-L) Gabe Millerand reports final news of the day.

6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall, Francis Davis report.

12:05 **3** **THOUGHT FOR TOMORROW** (Ph-F) Rabbi David H. Wice, speaker.

12:10 **6** **WHAT'S THE WEATHER** (Ph-L) Francis Davis with weather outlook

12:15 **6** **FILM FEATURETTE** (Ph-F) Suggestions on ways to care for the hair.

10 **FEATURE FILM** (Ph-F) "Born to Be Wild." Ralph Byrd, Ward Bond star.

Stations and networks reserve the right to change listings and points of origination without notice

YOUR TV SET CAN



KILL YOU!

WHEN the comic steps before your TV screen and says, "This'll kill you!", be sure it's just his jokes that do the slaying and not the set at which you happen to be looking. Lay that screwdriver down, friend, and listen to some cold facts re your TV set.

It is estimated that on today's market there are approximately 165 manufacturers of television sets throughout the country. Approximately 50 different brands or makes of sets are sold in the Philadelphia and surrounding area. More than 400 components go to make up the average set, including 16 or 17 tubes. High voltage operates these sets, from 12 to 15,000 volts. Four distinct circuits, all working perfectly and coordinately, are involved in bringing the TV set owner a clear, perfect picture . . . horizontal, vertical, video, and audio. So much for the rough sketch of what your set is made of . . . now to a few other facts or "tips on how to live with your TV set."

The bane of every serviceman's existence these days, as well as the villain in the television owner's life, is the inexperience of the average

WARNING: Don't tinker with your TV set . . . possibly you AND your pocket-book might get hurt.

citizen in the world of electronics. From their past encounters with radio repairs, the home repairman usually figures tubes are the main cause of his television woes . . . if a tube is hot it's working, etc. Don't believe it! The electronic engineer advises that many tubes are on their last legs when they're hot, others may be defective when either hot or cold and still others are always cold. In addition to tube trouble causing distortion or lack of lock or other forms of imperfection in your picture, the repairman who knows will check for such things as a faulty capacitor, resistors, coils (of which there are varying types).

Picture Tube Is Delicate

James R. Goodman, director of Radio Electronics Institute in Philadelphia, points out the matter of the delicacy of the picture tube. Mr. Goodman says too many people know the price of replacing a picture tube but too few realize the danger involved in handling the tube or even working so closely to the tube that it can be bumped or tapped. He explains that the picture tube is of extremely high vacuum, making pressure from the outside a tremendous danger. Any slight strain or smart tap on the tube could cause an implosion . . . that is, the impact would first smash the face of your tube in toward the socket, and this in turn could result in the socket and sides exploding outward.

Albert M. Haas, president of the Television Contractors Association, deplores the suggestion that the set owner remove tubes and take them to the serviceman for testing. Mr. Haas says that tubes can become so



hot that contact with the bare hand can result in second or third degree burns. Secondly, he states, there is no known checking equipment for individual tubes. Your set is really the tube tester, for the only present method of checking is by replacing tubes and comparing the resulting picture. Four or five of the same type tube may be tried before one that matches the characteristics of the original tube is found. This is necessitated by the fact that tubes are adjusted to each other and the specific set at the factory. Any disturbance of this blending causes imperfection.

Precision Instrument

Mr. Haas lays the cause of home repair woes to the fact that the set owner has not been educated to the fact that in dealing with television one is dealing with the non-materialistic elements of sight and sound . . . that your TV set is an electronic precision instrument whose intricacies are known only to specially trained men. He believes that once the public realizes that television service is a profession and not just an unskilled business of tinkering, the set owner will cease his futile and sometimes fatal attempts to save a penny by doing his own TV set repairs.

Mort Farr, well-known appliance dealer and television enthusiast, agrees with this opinion and feels the dealer should be honest with the consumer. He has stated that the average video set owner can expect to make as many as seven service calls per year and that within three years of the date of purchase, the owner will have spent as much in service charges as he originally paid for the set.

The Shock Can Kill

As for actual injuries, all the authorities mentioned know of cases where amateur home repairmen have suffered personal harm, both in their living rooms and on their rooftops. Though the power in a high voltage set is not sufficient to kill a person, the resultant shock from this voltage entering the body can, in the cases of heart patients, highly nervous persons, or highly sensitive persons, cause sudden death. Just recently a man, making an antenna installation, came in contact with the rain spouting on the

roof while holding a hot AC-DC lead which he planned to connect to the aerial . . . he never made the connection . . . they buried him three days later.

All manufacturers, dealers and servicemen specifically point out that every set has a warning, in nice big black letters, on the back panel. It is a warning from the manufacturer that the owner should not touch the back but call a serviceman who knows the intricacies of the set.

All those in the know say that the set owner's place is in front of his television . . . front panel controls are placed there so that the owner can



make adjustments which are merely atmospheric or local.

In addition, to personal injuries, home repairs turn out to be a very expensive proposition, nine out of ten times. Servicemen report that many jobs which would probably cost the minimum service charge plus perhaps a minor tube, have been so disturbed in alignment, tube harmony, focus, etc., that the repair bill totals two or three times greater than necessary.

Add up the cost of a doctor bill, time out from work if the injury is disabling, then the subsequent cost of repairing the set, and you find home-repairs a costly project.

So don't let that TV set be the death of you. When it goes on the blink, call a qualified serviceman.

tv drama

Synopses of The Plays On Television This Week

SUNDAY

5:00 p.m.-5:30 (3) HALL OF FAME "Span of Time." Sarah Churchill introduces the dramatic story of the building of the Brooklyn Bridge and of the crises in the life of the builder.

9:00 p.m.-10:00 (3) TELEVISION PLAYHOUSE "Pride's Way." The story of Benedict Arnold's wife, of the faith which kept her by his side during his trial, and of their life together after he was branded as a traitor to the young America.

10:00 p.m.-10:30 (10) THE WEB "The Beast." A vicious circus tiger escapes his trainer and roams at large in a terrorized western town. Richard Webb stars.

MONDAY

8:00 p.m.-8:30 (10) VIDEO THEATRE "Thanks for a Lovely Evening." Romantic comedy of an aggressive truck driver who teaches his shy young boss about how to get along with women.

9:00 p.m.-9:30 (3) HOLLYWOOD OPENING NIGHT "The Living Image." Paul Douglas stars as an unscrupulous Hollywood agent whose movie based upon incidents in his own life bears no resemblance to actual facts.

9:30 p.m.-10:30 (3) ROBERT MONTGOMERY PRESENTS "Ricochet." Edmond O'Brien stars in the story of a ruthless reporter whose relentless digging after unsavory facts in the lives of various people backfires in an unexpected manner.

10:00 p.m.-11:00 (10) STUDIO ONE "The Trial of John Peter Zenger." Historical drama of a printer in pre-Revolutionary days whose attack upon a corrupt colonial administration led to the final establishment of a free press in America. Eddie Albert, Marian Seldes starred.

TUESDAY

9:00 p.m.-9:30 (3) FIRESIDE THEATRE "Many Happy Returns." A panic-stricken woman clings hopelessly to a long-distance phone call from her husband when a revengeful man enters her house on the night of her wedding anniversary. Eve Miller, Phil Terry, Hal Taggart starring.

9:30 p.m.-10:00 (3) CIRCLE THEATRE "Ski Story." Trapped in a ski hut high on the mountain during a raging storm, a girl learns a lesson in human values. Nina Foch, Robert Shackleton co-star.

9:30 p.m.-10:00 (10) SUSPENSE "Mr. Matches." Documentary drama revealing the methods of a notorious fire bug and the redoubled fury of the police man-hunt when the fire chief's son becomes a victim of the arsonist's torch. Warren Stevens, Henry Jones in featured roles.

10:00 p.m.-10:30 (10) DANGER "A Shawl for Sylvia." An old sea captain's wife is instrumental in bringing about the capture of a diamond smuggler.

10:30 p.m.-11:00 (10) YOUR JEWELER'S SHOWCASE "Rocking Horse." The drama of an embittered young man who is influenced in his search for happiness by an old toy. Jimmy Lydon, Gladys George.

WEDNESDAY

9:00 p.m.-10:00 (3) KRAFT THEATRE "One Bright Day." A drug tycoon faces the biggest moral problem of his life when one of his products is discovered to be toxic after it has been released to the public. Lauren Gilbert, John Newland.

THURSDAY

8:30 p.m.-9:00 (10) FOUR STAR PLAYHOUSE "Man on the Train." A man is returning from India by train when a talkative stranger sets the stage for robbery and murder by boasting of a fortune in a briefcase. David Niven stars.

9:30 p.m.-10:00 (3) FORD THEATRE "This Is My Heart." An actress, who is about to star on Broadway, is cast as a real-life villainess by her run-away daughter. Ruth Hussey, Mark Stevens co-star.

FRIDAY

8:30 p.m.-9:00 (6) REBOUND "Quiet Sunday." A man and the "other woman" in his life seal their own fate when their triangular problems seem to have been settled by the wife's accidental death. John Doucette, Ray Baker co-star.

Sunday

JANUARY 11

- 9:45 3 TODAY'S HEADLINES (Ph-F) Flashes of over-night news events.
- 10 10 TIME, MUSIC AND RESUME (Ph-F) Music with program flashes.
- 10:00 3 RELIGIOUS FILM (Ph-F) Bible lesson.
- 10 10 FILM FEATURETTE (Ph-F) Brief glimpses of interesting topics.
- 10:05 6 SUNDAY SCHOOL (Ph-F) Bible lesson for all on Sunday morning.
- 10:15 3 MR. WIZARD (Ph-F) Mr. Wizard (Don Herbert) shows Bruce Lindgren a model railroad especially constructed to demonstrate safety and other problems of railroading.
- 6 6 SUNDAY COMICS (Ph-L) Big Brother Shelly reads the comics.
- 10 10 TV NEWSREEL (Ph-F) Louis De Angelo give up-to-the-minute news.
- 10:30 6 WHAT'S YOUR TROUBLE? (Ph-F) Dr. and Mrs. Norman Vincent Peale.
- 10 10 TV SPELLING BEE (Ph-L) Youngsters compete as Bill Hart deals out words.
- 10:45 3 MAGIC CLOWN (Ph-F) Amazing feats of magic for the children.
- 6 6 FILM FEATURETTES (Ph-F) Brief topics.
- 11:00 3 JOE DIMAGGIO'S CLUB (NY-L, F) Phil Rizzuto meets members of his fan club.
- 10 10 ALL ABOARD (Ph-F) Marie Stroud substitutes for Junie Keegan. Skeets Minton, Robert Mariotti assist.
- 11:15 3 FILM FEATURETTES (Ph-F) Brief glimpses of interesting topics.
- 10 10 HERE'S WILLIE (Ph-L, F) Cartoons.
- 11:30 10 CHILDREN'S HOUR (Ph-L) Stan Lee Broza emcees' as talented children visit a costumer's shop.
- 12:00 3 C'MON TO UNCLE PETE'S (Ph-L, F) Pete Boyle with stories and cartoons
- 6 KID'S KAPERS (NY-F) Cartoons.
- 12:15 6 HIPPODROME (NY-L) Whitey Carson presents an all-Western show with a dog and pony act featured.
- 12:30 3 CAPTAIN MIDNIGHT (Ph-F) Adventure series with the mysterious pilot.
- 6 FAITH FOR TODAY (NY-L) Rev. W. A. Fagal, Pastor of a Brooklyn church.
- 10 10 CANDY CARNIVAL (Ph-L) Gene Crane presents youthful circus acts.
- 1:00 3 YOUTH WANTS TO KNOW (DC-L) Theodore Granik moderates as youngsters quiz Sen. Frank Carlson, Republican from Kansas.
- 6 SEMINAR (NY-L) Columbia students, with Donald N. Bigelow, discuss "Uncle Tom's Cabin" as part of a course on contemporary civilization.
- 10 10 IN THE PARK (Ph-L) Bill Sears chats with his animal friends.

(Continued on page 18)

THERE IS
ONLY ONE

OLD ORIGINAL
BOOKBINDER'S

125 WALNUT STREET
Phila's Famous Seafood Restaurant

CASH
IN A
FLASH
WHEN

Sealy
PRESENTS

Bert Parks
IN

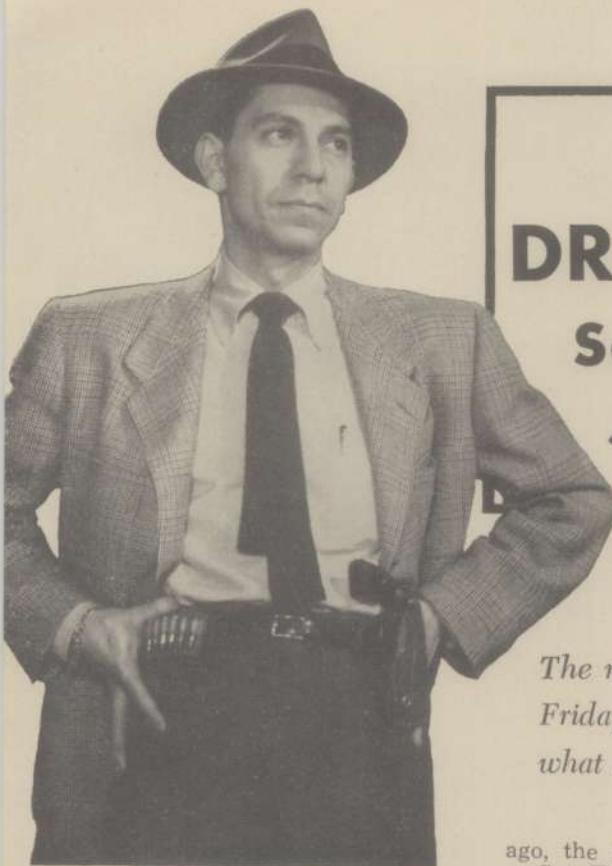
"Balance Your Budget"

TUNE IN Channel 4 to
Sun., Jan. 11 10 4.30 PM

SEALY MATTRESS COMPANY
CHESTER, PA.

Al Po beef!

ALL MEAT
Ready Cooked
your dog will thank you!



Are DRAGNET'S Sergeants Jinxed?

The mystery of Sergeant Friday's partners . . . and what happens to them

THE detectives in Dragnet who operate in realistic police fashion, always work on a case in pairs. And on the program the partner of Sgt. Joe Friday is half of the heart, mind, and courage of his fellow detective.

While Jack Webb, who plays Sgt. Friday, is star of Dragnet as well as director, his detective buddy usually gets equal footage with Webb and plays just as important a role in the unfolding of an authentic police case. So that when Sgt. Friday gets a new partner, it affects Dragnet's large and steady audience much like a change on an actual police force.

For this reason any cast changes must be handled with extreme care. Long hours of thought and consideration go into the selection of all actors in this top-flight production.

When the Dragnet radio show started some three-and-a-half years

ago, the choice of Bart Yarborough as Sgt. Friday's partner was a happy one. Bart complemented Webb well by offering a personality contrast.

Physically, the two men were completely different. Temperamentally also: Yarborough was gentle, soft-spoken; Webb, energetic and hard-driving.

When Dragnet moved into TV, Bart remained in the role. As Detective Sgt. Ben Romero, he was a considerable factor in the success of the series and became firmly established as Webb's alter ego.

Death of Yarborough

On December 22, 1951, Barton Yarborough was stricken with a heart attack and died. The sudden death of this fine actor was a tremendous personal loss to many.

It also posed a production dilemma, for the film footage had to be scrapped and new scenes shot.

A new partner had to be assigned



SERGEANT FRIDAY'S first partner on the program was the late Bart Yarborough (right) who died of a heart attack last December.

to Joe Friday, immediately. Barney Phillips, a native of St. Louis, who had migrated to Los Angeles, won the coveted role. The new character was named Sgt. Ed Jacobs, and the series went forward.

Then Sgt. Jacobs, as suddenly as he had appeared on the home screens, disappeared from them. Later, the puzzlement of viewers was intensified by Phillips' turning up as a stooge with Bob Hope on *The Comedy Hour*.

The explanation was this: After viewing the films in which Phillips had appeared with Webb, the producers were disturbed by the simi-



NEXT SERGEANT: It seemed that the role was jinxed when Barney Phillips (above left) suddenly left the show—incorrectly cast they said.

larity between Sgt. Friday and his partner. If you closed your eyes, it was hard to tell which was speaking. Both were introvert types. Every scene was dominated by the same mood, with the same underplaying. And so Barney was dropped.

Currently, Officer Frank Smith is Webb's partner. He is played by Ben Alexander, an actor-announcer on the Hollywood beat for a long time.

One wonders what his future will be on *Dragnet*. Will the jinx overtake him, or will he develop into the permanent partner Jack Webb has been seeking?



CURRENT SIDEKICK:
Now the portrayal of
Sergeant Friday's part-
ner is done by Ben
Alexander (shown at
right behind Jack
Webb). Will the jinx
continue?



LINCOLN-MERCURY
DEALERS PRESENT
"TOAST OF THE TOWN"
WCAU CHANNEL 10 8 P.M.

"GREAT MUSIC"

10:30 P.M. Sundays • WPTZ (Channel 3)

Tonight's Program

GUY MARRINER, Piano Soloist

Compositions by Schubert, Wagner

Guest Artist

FLORENCE MANNING, Soprano

Compositions by Puccini, Wolf, Bantock

Presented by
**FIDELITY-PHILADELPHIA
TRUST COMPANY**



11 P.M. NEWS AND SPORTS
HIGHLIGHTS

WCAU-TV • with John Whitaker
(10) Presented By

DALY FOR Fords 53rd &
Baltimore Ave.
Philadelphia



★ ★ ★ ★ ★ ★ ★ ★
★ Don't Miss... ★
★ THE TRUTH ★
★ about ★
★ "LUCY" ★
★ in ★
★ JANUARY ★
★ COSMOPOLITAN ★
MAGAZINE ★ ★ ★ ★

(Continued from page 15)

1:30 3 FRONTIERS OF FAITH (Ch-L) "The Catholic Hour." Rev. Vincent Holden, introduces short drama, "The Bell." 6 JUNIOR PRESS CONFERENCE (Ph-L) Ruth Geri Hagy moderates as panel questions Senator James Duff on the topic, "What Will We Do Abroad?" 10 PETS AND PALS (Ph-L) Pat Shyrock, Barry Cassell show lost pets.

1:45 10 JUST US KIDS (Ph-L, F) Patches introduces Tim McCoy in "Gun Code."

2:00 3 AMERICAN INVENTORY (NY-F) "What Is It?" Panelists Ted Weems, William Caples, J. G. Shenan, Dr. John Rettaliate

6 GUILD PLAYHOUSE (Ph-L) "Tough Assignment." Don Barry.

2:30 3 AMERICAN FORUM OF THE AIR (NY-L) "What is the State of the Union?" Sen. Estes Kefauver (D-Tenn.) and Sen. Styles Bridges (R-N.H.) do the debating.

3:00 3 VICTORY AT SEA (NY-F) "Beneath the Southern Cross." The story of the German battleship "Graf Spee," and destruction of "Altonis."

10 LAMP UNTO MY FEET (NY-L) Drama, "The Circle." Panel guest is Rabbi Ira Eisenstein.

3:30 3 LILLI PALMER SHOW (NY-F) The charming actress discusses Sarah Bernhart and shows film clips of the famous movie "Camille."

6 VOICE OF PHILADELPHIA (Ph-L) "Plugging Crimes' Loopholes." Top legal authorities discuss Phila.'s crime record.

10 WHAT IN THE WORLD (Ph-L) Dr. Froelich Rainey, moderator.

3:45 3 NATURE OF THINGS (Ph-F) Dr. Roy K. Marshall tells "The Story of the Calendar." Evolution of timekeeping.

4:00 3 KUKLA, FRAN AND OLLIE (Ch-L) A visit to the land of make-believe.

6 THE BIG PICTURE (Ph-F) "All American." Composite pictures of 82nd Airborne Division in action.

10 BALANCE YOUR BUDGET (Ph-F) Bert Parks, with Lynn Connors' assistance, empties the "horn of plenty." for contestants. (See ADV., p. 15.)

4:30 3 ZOO PARADE (Ch-L) R. Marlin Perkins introduces baby orangutans

6 THE NAME'S THE SAME (Ph-F) Robert Q. Lewis moderates an unusual panel show

10 OMNIBUS (NY-L, F) Alistair Cooke introduces Viveca Lindfors, Brian Aherne in "The Courtship Scene" from Henry V; film salute to the Wright Brothers; Spanish dancer Jose Greco; fourth in the Mr. Lincoln series, "New Salem."

Carson
12:15 P.M. (6)Aherne
4:30 P.M. (10)Borge
8 P.M. (3)Sullivan
8 P.M. (10)Taylor
8 P.M. (10)Young
11:20 P.M. (10)

5:00 3 **HALL OF FAME** (NY-L) "Span of Time." (See TV Drama, page 14.)

6 6 **SUPER CIRCUS** (Ch-L) Claude Kirchner presents circus acts.

5:30 3 **FRONTIER PLAYHOUSE** (Ph-F) "Trusted Outlaws." Bob Steele stars.

6:00 6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall as the adventurous medico.

10 10 **MAN OF THE WEEK** (DC-L) Justice William O. Douglas is interviewed.

6:25 3 **SPORTS FINAL** (Ph-L) Norman Brooks reviews the latest sports.

6:30 3 **STRANGER THAN FICTION** (Ph-F) Swamp cutter-upper, muzzle-loading rifle in action, lady hatmaker from Philadelphia featured.

6 6 **THIS WEEK IN PHILADELPHIA** (Ph-L, F) Human interest happenings in the city during the week.

10 **SEE IT NOW** (NY-F) Edward R. Murrow presents specially edited films of news and human-interest stories on the "magazine of the air."

6:40 3 **NEWS** (Ph-L) Harry K. Smith reports on the latest happenings.

6:45 3 **KIERAN'S KALEIDOSCOPE** (Ph-F) John Kieran's science show.

6 **WALTER WINCHELL** (NY-L) The well-known columnist with news.

7:00 3 **RED SKELTON SHOW** (LA-F) Red shows how people act in a drug store. Willie Lump-Lump turns Private Eye.

6 **YOU ASKED FOR IT** (LA-L, F) Art Baker presents Lassie, a human kangaroo, underwater escape act.

10 **GENE AUTRY** (NY-F) Gene Autry with his pal, Champion, rides in and out of danger in the west.

7:30 3 **MISTER PEEPERS** (NY-L) Mr. Peepers (Wally Cox) tutors a wealthy man who needs to make up credits to earn his high school diploma.

6 **BROADWAY TO HOLLYWOOD** (Ph-F) Bill Slater talks with Georgie Tapps, Gerald Marks, Peggy Johnson (Miss Salesmaid.)

10 **THIS IS SHOW BUSINESS** (NY-L) Clifton Fadiman makes the introductions as Jacqueline Susann, Sam Levenson, Steve Allen try to solve the problems of entertainers Ray Middleton, Ving Merlin and his Enchanted Violinists, Artie Dann.

8:00 3 **COMEDY HOUR** (LA-L) Abbott and Costello romp with Victor Borge, Alan Jones, Giselle MacKenzie.

6 **ALL-STAR NEWS** (NY-L) ABC commentators and guest personalities.

10 **TOAST OF THE TOWN** (NY-L, F) Variety show with Ed Sullivan as host. Robert Taylor makes TV debut with Eleanor Parker. Margaret Sullavan, Odgen Nash, Guy Mitchell

9:00 3 **TELEVISION PLAYHOUSE** (NY-L) "Pride's Way." (TV Drama, p. 14.)

6 **ROCKY KING DETECTIVE** (NY-L) "The Grape Vine." Rocky (Roscoe Karns) is called to the city prison to solve a murder behind bars.

10 **FRED WARING SHOW** (NY-L) The Pennsylvanians do a dream sequence of Fred's days in Tyrone, Pa.

9:30 6 **THE PLAINCLOTHES MAN** (NY-L) "Hard Hearted Frieda." A wealthy oil man is shot in a hotel and the unseen detective hunts for a redhead and a confidence man.

10 **BREAK THE BANK** (NY-L) Bert Parks emcees quiz with jackpot at \$1500.

10:00 3 **THE DOCTOR** (NY-F) "Medal of Honor." The constable of a town in Maine is fired because there hasn't been a crime there in 10 years.

6 **DANCE PARTY** (NY-L) Kathryn Murray is hostess to guest entertainers. Ross and West do comedy sketches.

10 **THE WEB** (NY-L) "The Beast." (See TV Drama on page 14.)

10:30 3 **GREAT MUSIC** (Ph-L) Guy Mariner welcomes soprano, Florence Manning, who sings selections by Puccini, Wolf, Bantock.

6 **YOUTH ON THE MARCH** (Ph-L) Choral singing, tableaux, talk by Rev. Percy Crawford, with Glee Club.

10 **WHAT'S MY LINE?** (NY-L) John Daly moderates for job-quizzers, Arlene Francis, Dorothy Kilgallen, Bennett Cerf, Steve Allen.

11:00 3 **ARTHUR MURRAY SHOW** (Ph-L) Donn Bennett emcees a dancing show.

6 **REMEMBER THESE THINGS** (Ch-L) Paul Harvey's news analysis.

10 **NEWS AND SPORTS** (Ph-L, F) Jack Whitaker with the latest on all sides.

11:15 6 **BIG PICTURE** (Ph-F) "All American." The personality of the rugged 82nd Airborne Division.

10 **SPORTS** (Ph-L) Bill Campbell reports.

11:20 10 **FEATURE FILM** (Ph-F) "Topper." Roland Young, Cary Grant, Constance Bennett. A banker goes on a spree.

11:30 3 **ON THE LINE** (Ph-F) Bob Considine

11:45 3 **THIS IS THE LIFE** (Ph-F) Drama.

12:00 3 **NEWS** (Ph-L) Fred Bennett reports

12:05 3 **THOUGHT FOR TOMORROW** (Ph-F)

TV INVITES YOU TO A PRESIDENTIAL INAUGURATION



BACK in January, 1949, TV Digest, which was just a pup in the publication field, announced the televising of the Presidential Inauguration by stating "an event unprecedented in all history will take place . . . when the President of the United States is inaugurated . . . in your living room.

"When the newly elected leaders take oath . . . as many as ten million viewers will be able to see the historic ceremonies in 14 American cities ranging from Richmond to Boston and from Philadelphia westward to Chicago, Milwaukee and St. Louis."

The tremendous strides taken in the infant field of television can best be described by the fact that today, four years since the initial televised Inauguration, televiewers from coast to coast are nonchalantly discussing just which part of the complete video coverage they want to see . . . 20 million television set owners, that is, who make up a potential viewing audience of 75,000,000!

With the experience of the Convention coverages under their belts, the networks have laid extensive plans for keeping the television audience informed on every move made by the principal characters on Tuesday, January 20, 1953.

NBC will offer a five-hour telecast, with four hours sponsored by General Motors and the noon-hour swearing-in ceremonies and inaugural speech of President Eisenhower being carried as a public service.

From before noon until approxim-

*Networks plan
complete coverage*

Part I of a two part article

ately 4:40 p.m. NBC's cameras will escort the inaugural parade from the White House to the Capitol and back again. Then the net's electronic eye will pass the parade in review from a vantage point opposite the presidential party in front of the White House.

For the first Republican Inauguration in 20 years, NBC will muster key personnel and latest model equipment from broadcast centers across the country. Fifteen fixed mobile electronic cameras and 50 microphones will aid 15 reporters and commentators. Special mobile TV units equipped with studio-type cameras, the new hand-sized camera, back-pack radio transmitters, a telescopic sky-lift called the Industrial Monkey, used to elevate cameras and commentators above the heads of the crowd, are among the many devices to be used. Half a dozen film camera crews, a complete film laboratory staff and "hot" developers for film will supplement NBC's live coverage of the parade.

CBS-TV's coverage, except for the actual Inauguration ceremonies and address, will be sponsored by the Packard Motor Car Company. This will include the procession from the White House to the Capitol, the traditional parade, the review of the parade by the President, and the Inauguration Ball.

Sixteen television cameras will be used along Pennsylvania Avenue and in the Armory, site of the Ball. Every part of the parade will be within range of at least one CBS camera at



all times, with the CBS 'walkie-talkie,' which added color and drama from the floors of the Conventions, also in use.

The American Broadcasting Company plans a five-hour program with all aspects of the historic event being reported by the same team of newsmen who covered the political conventions and election.

NBC technicians have been working on plans for this Inauguration Day program since the morning after the election. CBS's camera locations are based on a combination of the inaugural route and the results of a continuing survey made during the past year to determine what scenes of the nation's Capitol most viewers prefer to see on television.

Though the planning and preparation for this great affair has been a tremendous task, the feeling seems to be that the Inauguration coverage will be anticlimactic, in a year that included presentation of the national conventions. However, the TV networks are leaving no stone unturned in searching for new gimmicks.

It is predicted more people will view the historic and dramatic 1953 Inauguration on TV than have ever watched any public event in history.

Next week TV Digest will give a detailed account of the specific programs planned and the color and drama the televiwer may expect to see unfold on his video screen on Tuesday, Jan. 20.

CHANNEL 10

1:00 P.M. Monday

JACK VALENTINE

SHOP 'N' SING



Awards for singing housewives.

Magic Words Telephone Quiz.

Valuable Westinghouse appliances awarded daily.

Another dividend for homemakers by

AMERICAN STORES CO.

CODE EXPLANATION

First letters pertain to the city of program origination. Letters following tells you that "L", the show is live; "F", show is on film. (Ph-L) Phila-Live; (NY-F) New York-Film.

Ph—Philadelphia

Ba—Baltimore

NY—New York

SF—San Francisco

LA—Los Angeles

DC—Washington

Ch—Chicago

In—Indianapolis

Ci—Cincinnati

De—Detroit

Ca—Camden

Cl—Cleveland

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BLUE CROSS • BLUE SHIELD

present as a public service

THE MARCH OF TIME

This week: : Monday 7 P.M.

"The Men Around Eisenhower" : WCAU-TV
: (Channel 10)

\$15 A YEAR—ALL PARTS FREE

including Picture Tube

for 7" to 17" sets.

\$25 for sets 19" & up

TV SERVICE POLICY

**\$5 per
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No chge. after 7 calls
Call TE 9-4322 24 hrs.

GILBERT TV SERVICE—5902 Greene St., Phila.

MORNING PROGRAMS

Mon. Tues. Wed. Thurs. Fri.

7:00 3 TODAY (NY-L) Dave Garroway with variety. Bob and Ray featured on Monday and Thursday.

8:05 10 TIME, MUSIC & RESUME (Ph-F) Classical music with morning news.

8:30 10 TAKE TEN (Ph-L) Music, news, variety with Dave and Ginny Stevens, Claire Lang, Tommy Ferguson Trio, Nancy Dolphin, Blake Ritter, Jack Valentine doing their specialties.

8:40 6 (T, TH) WANTED PERSONS (Ph-F) Flyers on most dangerous criminals.

8:45 6 HOLLYWOOD VARIETIES (Ph-F) Musical films by leading performers.

9:00 3 LET SKINNER DO IT (Ph-L, F) George Skinner with interviews, cartoons. Jane King, Mr. Rivets featured.

6 STOP, LOOK AND LISTEN (Ph-L, F) Tom Moorehead with variety program of stunts, quizzes for women.

9:30 10 CINDERELLA WEEK-END (Ph-L) Alan Scott emcees quiz for women with New York trip as the weekly prize.

10:00 3 OPERATION BLACKBOARD (Ph-L) (M) "The Fluteophone." Toys introduce the true instrument.
(T) "Another Lesson in Clay." Things to make in round shapes.
(W) Mr. Louis G. Wersen directs a music program from the schools.
(TH) "Fly Right!" Experts give tips on manners aloft.
(F) Rhythms of Puerto Rico with the Valcourt sisters.

10 (M, T, W, TH) ARTHUR GODFREY TIME (NY-L) Arthur with variety.

10 (F) THEY SHALL BE HEARD (Ph-L) "Your Personal Responsibility."

10:30 3 PROLOGUE TO THE FUTURE (NY-F) Documentary films of a variety of subjects of interest to everyone. Peter Roberts narrates.

10 THE WORLD THIS MORNING (Ph-L, F) News report of happenings around the world.

10:45 6 (M, W, TH) MARKET BASKET (Ph-L) Deborah Adams with budget tips.

6 (T, F) FEATURES FOR WOMEN (Ph-L) Deborah Adams' cooking hints.

10 (F) ROUND THE TOWN WITH NANCY (Ph-L) Nancy Dolphin chats about things of interest to women.

11:00 3 CHAPTER A DAY (Ph-F) Serialization of romantic films in daily segments. Harry K. Smith is the host.

6 WIFFIL SCHOOLHOUSE (Ph-L) (M) "Diabetes in Children."
(T) "Chalk Talk Teacher."
(W) "Animal Tracks."
(TH) "Kindergarten and First Grade."
(F) "Land of the Midnight Sun."

10 HOME HIGHLIGHTS (Ph-L) Chatter with Jean Corbett, Bill Hart.

Monday

JANUARY 12

11:10 6 UNIVERSITY OF THE AIR (Ph-L) "Korea; A Test." Ursinus College.

11:30 3 MRS. U.S.A. (NY-F) Films of interest to the housewife and mother.

6 UNIVERSITY OF THE AIR (Ph-L) "Work Songs." Lincoln University.

10 STRIKE IT RICH (NY-L) Warren Hull quizzes guest Caleb Hammond.

12:00 3 LOCAL NEWS (Ph-L) George Skinner reports latest events in Phila. area.

6 CONTINUOUS PERFORMANCE THEATRE (Ph-F) "Smart Politics." Freddie Stewart, June Preisser. A mayor opposes building of a youth center.

10 BRIDE AND GROOM (NY-L) Newlyweds are feted by John Nelson.

12:15 3 LUNCH WITH UNCLE PETE (Ph-L, F) Pete Boyle presents cartoons.

10 LOVE OF LIFE (NY-L) Peggy McCay.

12:30 10 SEARCH FOR TOMORROW (NY-L) Drama of the Barron Family.

12:45 3 PUBLIC SERVICE PROGRAM (Ph-L) Police and Fire Departments.

10 GUIDING LIGHT (NY-L) Daily serial.

1:00 3 HOLLYWOOD PLAYHOUSE (Ph-F) "Frontier Scout." George Houston, Al St. John. Wild Bill Hickok helps the government trap a rancher involved in rustling.

10 JACK VALENTINE (Ph-L) Shop 'n' Sing, featuring singing housewives, quiz prizes. (See ADV., page 21.)

1:30 10 GARRY MOORE SHOW (NY-L) Variety. Garry and Ken have a taffy pull.

2:00 3 POTS, PANS AND PERSONALITIES (Ph-L) Mary Wilson with recipes.

10 DOUBLE OR NOTHING (NY-L) Quiz.

2:30 3 CHARM CLINIC (Ph-L) Doris Hackett

6 KITCHEN CALENDAR (Ph-L) Violet Hale, Peggy Towne with home hints.

10 HOUSE PARTY (LA-L) Art Linkletter hunts for day's oldest bachelor.

3:00 3 THE BIG PAYOFF (NY-L) Super quiz. Randy Merriman, Bess Myerson.

6 WOMEN IN SPORTS (Ph-L) Women athletes interviewed by Martha Gable.

10 MID-DAY MATINEE (NY-F) "Tanks A Million." William Tracy, James Gleason, Noah Beery, Jr.

3:15 6 MARY JONES SHOW (Ph-L) Special guests chat with the noted hostess.

3:30 3 WELCOME TRAVELERS (Ch-L) Variety.

6 BANDSTAND (Ph-L, F) Bob Horn, Lee Stewart with music, dancing, prizes.

3:45 10 AT YOUR SERVICE (Ph-L) "Commercial Art as a Trade." Dobbins Vocational School program.

4:00 3 KATE SMITH HOUR (NY-L) Steven Mitchell chats at the cracker barrel.

10 GENE CRANE'S ADVENTURE THEATRE (Ph-L, F) "Billy the Kid's Range War." Bob Steele, Al St. John star.



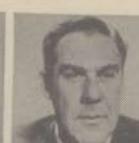
Steele



Taft



Lake



Douglas



Buttons



Albert

4:45 6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall plays the adventurous medico
5:00 3 **HAWKINS FALLS** (Ch-L) Daily serial of life in an average town.
10 **JUNIOR HI JINX** (Ph-L, F) Cartoons.
5:15 3 **GABBY HAYES SHOW** (NY-L, F) Part one of "Valley of Fear," starring Tom Tyler as the "goodie."
6 **MOVIE MATINEE** (Ph-F) "Out of the Blue." Virginia Mayo, George Brent, Carole Landis. A new twist to the old "triangle."
5:30 3 **HOWDY DOODY** (NY-L, F) Puppets.
10 **TODAY'S MOVIE** (Ph-F) "Romance on the Run." Donald Woods, Craig Reynolds, Patricia Ellis star.
6:00 3 **FRONTIER PLAYHOUSE** (Ph-F) "Santa Fe Saddle Mates." Sunset Carson riding the trail.
6:30 6 **YOUR NEWS REPORTER** (Ph-L, F) Neil Harvey reports latest doings.
10 **NAMES IN THE NEWS** (Ph-L) Alan Scott interviews local news-worthies.
6:40 10 **CASH ON THE LINE** (Ph-L) Bill Hart questions the viewers by phone.
6:45 6 **MOVIE QUICK QUIZ** (Ph-L, F) Prizes handed out by Dick Clark.
10 **NEWS** (Ph-L, F) Randy Kraft reports latest happenings.
7:00 3 **MEET THE PRESS** (Ph-F) Discussion with Martha Rountree as moderator. Lawrence Spivak heads newsmen who question Sen. Robert Taft.
6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) Sports news relayed by the well-known sports analyst.
10 **MARCH OF TIME** (Ph-F) Documentary film on "The Men Around Eisenhower." Westbrook Van Voorhis narrates. (See ADV., page 21.)
7:15 6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall makes evening report.
7:25 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with Tuesday forecast.
7:30 3 **THOSE TWO** (LA-L) Musical variety. Martha Stewart, Pinky Lee co-star.
6 **HOLLYWOOD SCREEN TEST** (NY-L) Neil Hamilton acts as host and 'test' director. Maria Tallchief stars.
10 **NEWS** (NY-L, F) Doug Edwards reports on latest world events.
7:45 3 **NEWS** (NY-L) J. Cameron Swayze takes a look at the day's news.
10 **PERRY COMO SHOW** (NY-L) Hits by Perry and Fontane Sisters.
8:00 3 **WINCHELL-MAHONEY SHOW** (NY-L) Paul and Jerry play G-Men, run a junk yard, and become firemen.

6 **HOMICIDE SQUAD** (LA-F) Ins. Mark Saber (Tom Conway) checkmates a killer in "The Case of the Deadly Queen," after a lethal chess game.
10 **VIDEO THEATRE** (NY-L) "Thanks for a Lovely Evening." (Drama, p. 14.)
8:30 3 **VOICE OF FIRESTONE** (NY-L) Howard Barlow's orchestra with guest artist, Eugene Conley.
6 **THIS IS THE LIFE** (Ph-F) "As For Me And My House." Trouble comes to a young married couple when a previously unconsidered difference in philosophies becomes unbearable after marriage.
10 **GODFREY'S TALENT SCOUTS** (NY-L) Arthur emcees program which showcases talented newcomers.
9:00 3 **HOLLYWOOD OPENING NIGHT** (LA-L) "The Living Image." (See TV Drama, p. 14.)
6 **FILMED DRAMAS** (NY-F) Short plays.
10 **I LOVE LUCY** (LA-F) When Lucy decides to take up sculpture she uses Fred and Ethel for models.
9:30 3 **ROBERT MONTGOMERY PRESENTS** (NY-L) "Ricochet." (TV Drama, p. 14.)
10 **RED BUTTONS SHOW** (NY-L) Red becomes maladjusted and decides to take a vacation. Pat Carroll assists.
10:00 6 **BOXING** (BkI'n-L) Bob Baker vs. Bill Gilliam in 10-round heavyweight bout at Parkway Arena in Brooklyn.
10 **STUDIO ONE** (NY-L) "The Trial of John Peter Zenger." (Drama, p. 14.)
10:30 3 **WHO SAID THAT** (NY-L) Quote quiz with Frank Conniff, Merriman Smith, Wally Brown, Janice Carter.
11:00 3 **WRESTLING** (Ph-F) Danny Savage vs. Dizzy Davis in main event. Reggie Lisowski vs. Ivan Kalmickoff.
6 **TV NEWS AND WEATHER** (Ph-L, F) Frank Hall, Francis Davis report.
10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.
11:10 10 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan with Tuesday outlook.
11:15 6 **WHAT'S YOUR TROUBLE** (Ph-F) Dr. and Mrs. Norman Vincent Peale.
10 **SPORTS FINAL** (Ph-L) Jack Whitaker
10 **FEATURE THEATRE** (Ph-F) "For Valor." Tom Wells, Ralph Lynn co-star.
11:30 6 **FILM FEATURETTE** (Ph-F) Hair care.
12:00 3 **NEWS** (Ph-L) Fred Bennett reports
6 **WANTED PERSONS** (Ph-F) Criminals.
12:05 3 **THOUGHT FOR TOMORROW** (Ph-F)

Stations and networks reserve the right to change listings and points of origination without notice

BUSY SHOWGIRL: Longstemmed beauty Joan Shawlee is one of Hollywood's busiest showgirls. A regular on the Comedy Hour, she's a favorite with Bob Hope, Abbott and Costello and Donald O'Connor fans.



TV BACKSTAGE CAMERA

SUNDAY SCHOOL: Roy Rogers recently attended Sunday school in Los Angeles with Trigger, to the delight of the young churchgoers. Their appearance helped highlight the national go-to-Sunday-school movement.



Bouquets 'n Barbs

by
HANK
O'HARE

Television viewers have been seeing lots of famous stars on TV who have vowed never to appear in the medium. For years there has been a group of die-hard celebrities who have scorned television. They poked fun at it. They ridiculed it. They thought TV people should have their heads examined.

This group of die-hards has been dwindling. One by one, they're being absorbed into the colossus they thought was a joke. I remember not so long ago on radio's "Big Show" Tallulah Bankhead said that radio was the mother of television. When some stooge asked who was television's father, Tallu sighed and said "Television has no father."

And now we have with us none other than Tallulah Bankhead—horror of the prudes, delight of the theatre-goer, mistress of the off-color story, maharajah of the hussies and generally holder of more titles for daring than the man on the flying trapeze, Billy Rose and Rita Hayworth combined.

Tallu's entry into TV was greeted with everything from huzzas to catcalls from the critics. Like most prejudiced people, I naively wondered why so many were taking pot-shots at her. To me, she's terrific . . . at least, as terrific as she can be. Let me explain that statement.

I believe Tallulah is struggling under one of the toughest disadvantages in TV and still doing a better than creditable job. If any other performer was faced with the need to squelch about 90% of their repertoire, they'd curl up and die. Not Tallulah!

La Bankhead isn't exactly for family consumption. Her longest and strongest suit is her ability to shock



Tallulah Bankhead

people while she entertains them—something she's not allowed to do on TV. Her talents are like some of the stories told about her. Remember that one about the time she was snubbed by an acquaintance? Tallulah is supposed to have approached the gentleman, purring: "Dahling! Sorry you didn't recognize me with my clothes on." Or . . . the retort she is said to have made to Dr. Kinsey when he requested an interview with her: "You may interview me on one condition . . . that I can ask you the same questions."

This is the sort of stuff TV fans are looking for but won't get. They might have found these Tallulus in her playacting, a little in radio and plenty in her book, but on television they'll only see a washed-out version of Tallulah.

The Tallulah they've come to know is the frog-voiced character who is reputed to live loosely and voluptuously; the unpredictable actress who spends \$175,000 a year while she earns \$150,000; the female dynamo given to some feigned and some not-so-feigned feuding with other movie stars and with every gossip columnist who ever peeked through a keyhole. Admittedly, some of her finest pieces of humor arose during these rages against her imagined enemies. I too always prized the classic Tallulu shot at Earl Wilson. The famous night club editor, who owns a rather high-pitched voice, once asked Bankhead about her peculiar baritone. "When you speak on the phone," he asked, "are you ever mistaken for a man?" "No," quipped Tallu, "are you?"

In reality, Tallulah is doing a tremendous job of entertainment. Shorn of the subtle bon-mot and sly innuendo, she is nonetheless proving herself a real trouper. Famous singers couldn't function very well without their voices and famous comedians couldn't fare very well without their writers. TV has virtually cut off Tallu's right arm but she's still doing nobly.

Tuesday

| | | |
|-----------|--------------|---------------|
| 3 WPTZ | 6 WFIL-TV | 10 WCAU-TV |
|-----------|--------------|---------------|

JANUARY 13

(Morning listings on page 22)

- 11:10 6 **UNIVERSITY OF THE AIR** (Ph-L) "Eating in All Languages." College of Pharmacy and Science.
- 11:30 3 **MRS. U.S.A.** (NY-F) Child care, education, travel and special features.
- 6 **UNIVERSITY OF THE AIR** (Ph-L) "Visual Aids Usage in Speaking."
- 10 **STRIKE IT RICH** (NY-L) Warren Hull
- 12:00 3 **LOCAL NEWS** (Ph-L) George Skinner reports latest events.
- 6 **CONTINUOUS PERFORMANCE THEATRE** (Ph-F) "Louisiana." Margaret Lindsay, Gov. Jimmy Davis. A farm boy who likes to sing works himself up to a position as governor of a great Southern state.
- 10 **BRIDE AND GROOM** (NY-L) Newlyweds are feted by John Nelson.
- 12:15 3 **LUNCH WITH UNCLE PETE** (Ph-L, F) Pete Boyle presents cartoons for kids.
- 10 **LOVE OF LIFE** (NY-L) Peggy McCay in story of an ad agency secretary.

CHANNEL 10

1:00 P.M. Tuesday

MARIAN KEMP'S KITCHEN



Economical meal planning presented in a practical manner. Magic Words Telephone Quiz. Valuable Westinghouse appliances awarded daily.

Another dividend for homemakers by
AMERICAN STORES CO.

Tonight at 7

PSFS

WCAU-TV
Channel 10

"**THE BIG IDEA**"
where inventors, for the first time, have the opportunity of demonstrating their inventions to the public.

DONN BENNETT—M.C.

JOHN FACENDA

NEWS

PRESENTED BY

Esslinger
PREMIUM

11 P.M.

CHANNEL

10



- 12:30 10 **SEARCH FOR TOMORROW** (NY-L) Drama of the Barron family.
- 12:45 3 **PUBLIC SERVICE PROGRAM** (Ph-L) "Your Board of Health."
- 10 **GUIDING LIGHT** (NY-L) Daily serial
- 1:00 3 **HOLLYWOOD PLAYHOUSE** (Ph-F) "Missing Millions." Linda Travers, John Warwick. A young man steals his own money to trap "Panda," a unscrupulous blackmailer.
- 10 **MARIAN KEMP** (Ph-L) Economical and taste-tempting meal planning.
- 1:30 10 **GARRY MOORE SHOW** (NY-L) Variety. Unusual coin collection featured.
- 2:00 3 **POTS, PANS AND PERSONALITIES** (Ph-L) Mary Wilson with home hints.
- 10 **FUN AND FORTUNE** (Ph-L) Audience participation show with Ed Harvey.
- 2:30 3 **SOMETHING SPECIAL** (Ph-L) Eleanor Glenn with hints for the women.
- 6 **WHAT'S COOKIN'** (Ph-L) Peggy Towne presents Foreign Dish Day.
- 10 **HOUSE PARTY** (LA-L) Art Linkletter chats with Mr. & Mrs. Mose Williams.
- 3:00 3 **THE BIG PAYOFF** (NY-L) Super quiz. Randy Merriman, Bess Myerson.
- 6 **TRAVEL TIME** (Ph-L) Bill Harriman reports in cooperation with A.A.A.
- 10 **MID-DAY MATINEE** (NY-F) "Carnival." Sally Gray, Michael Wilding, Jean Kent.
- 3:15 6 **THE NEST EGG** (Ph-L) Edgar Scott reports the financial news.
- 3:30 3 **WELCOME TRAVELERS** (Ch-L) Tommy Bartlett interviews strangers.
- 6 **BANDSTAND** (Ph-L, F) Bob Horn, Lee Stewart entertain the kids at the studio with dance music.
- 3:45 10 **MIKE AND BUFF** (NY-L) Interviews
- 4:00 3 **KATE SMITH HOUR** (NY-L) Kate greets Andre Eglesky and Melissa Hayden, De Marco Sisters.
- 10 **GENE CRANE'S ADVENTURE THEATRE** (Ph-L, F) "Texas Marshall." Tim McCoy featured.
- 4:45 6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall stars in a jungle adventure.
- 4:55 10 **CRUSADER RABBIT** (Ph-F) Cartoons.
- 5:00 3 **HAWKINS FALLS** (Ch-L) Daily serial of life in a small town.
- 10 **JUNIOR HI-JINX** (Ph-L, F) With Willie. Cartoons entertain the children.
- 5:15 3 **REX TRAILER'S RANCH HOUSE** (Ph-L) Kids flock in for songs, games and dances with the popular cowboy and his guitar.
- 6 **MOVIE MATINEE** (Ph-F) "Silks and Saddles." Bruce Bennett, Joan Barclay. Romance at the races.
- 5:30 3 **HOWDY DOODY** (NY-L, F) Bob Smith. Puppets entertain the kids.
- 10 **TODAY'S MOVIE** (Ph-F) "I Stand Accused." Robert Cummings, Helen Mack in the starring roles.

Cummings
5:30 P.M. (10)Fisher
7:45 P.M. (10)Reagan
8 P.M. (3)Bracken
9 P.M. (6)Shriner
10 P.M. (3)O'Keefe
10 P.M. (6)

6:00 3 FRONTIER PLAYHOUSE (Ph-F) Hopalong Cassidy in a western drama.

6:30 3 FRONTIER PLAYHOUSE (Ph-F) Adventures of Wild Bill Hickok. Guy Madison, Andy Devine co-star.

6 4 YOUR NEWS REPORTER (Ph-L, F) Neil Harvey reports latest events.

10 10 NAMES IN THE NEWS (Ph-L) Alan Scott interviews local news-worthies.

6:40 10 CASH ON THE LINE (Ph-L) Bill Hart

6:45 6 MOVIE QUICK QUIZ (Ph-L, F) Prizes for quick thinkers from Dick Clark.

10 10 TELEVISION NEWS (Ph-L, F) Randy Kraft with day's news in brief.

7:00 3 TO BE ANNOUNCED.

6 6 GEORGE WALSH LOOKS 'EM OVER (Ph-L) The latest in the sports world.

10 10 THE BIG IDEA (Ph-L) Donn Bennett presents amateur inventors with crib rocker, ladder safety-brace, automatic camera shutter.

7:15 3 SHORT, SHORT DRAMA (NY-R) "The Dowry." An old man tries to give his daughter an old-world dowry.

6 6 TELEVISION NEWSREEL (Ph-L, F) Frank Hall's roundup of late news.

7:25 6 WHAT'S THE WEATHER. (Ph-L) Francis Davis with Wednesday outlook

7:30 3 DINAH SHORE SHOW (LA-L) Dinah entertains with the notables.

6 6 BEULAH (NY-L) "Beulah's Horse Gives a Rough Ride." Beulah goes a mad gallop when she enlists the aid of boy friend Bill in securing a horse for Donny's Boy Scout hayride.

10 10 NEWS (NY-L, F) Douglas Edwards

7:45 3 NEWS CARAVAN (NY-L, F) John Cameron Swayze at the news desk.

10 10 U. S. A. CANTEEN (NY-L) Jane Frazee, Eddie Fisher entertain.

8:00 3 STAR THEATRE (NY-L) Milton Berle plays host to Ronald Reagan, Dolores Gray.

6 6 LIFE IS WORTH LIVING (NY-L) Bishop Sheen with a series of inspirational, non-denominational talks.

10 10 ERNIE KOVACS SHOW (NY-L) Ernie clowns with his morning regulars Ernie Hatrack, Trigger Lund, Andy McKay, Dorothy Richards, vocalist.

8:30 6 KEEP POSTED (DC-L) Debate on current topic. Martha Rountree, Lawrence Spivak are the moderators as well-known figures in public life debate a current topic.

9:00 3 FIRESIDE THEATRE (NY-F) "The Critic." (See TV Drama, page 14.)

6 WHERE WAS I? (NY-L) John Reed King moderates a photo quiz with panelists Peter Donald, Nancy Guild, Shirley Dinsdale, Stanley Gaston. Eddie Bracken is the special guest.

10 10 CITY HOSPITAL (NY-L) "Cold Comfort." One of Dr. Crane's staff doctors receives an overwhelming share of sorrow when his child's death causes his wife to turn to drink.

9:30 3 CIRCLE THEATRE (NY-L) "Ski Story." (See TV Drama, p. 14.)

6 6 WISDOM OF THE AGES (NY-L) Panelists show the changes in thinking among five generations.

10 10 SUSPENSE (NY-L) "Mr. Matches." (See TV Drama, page 14.)

10:00 3 TWO FOR THE MONEY (NY-L) Herb Shriner emcees multiple-answer quiz.

6 6 STAGE "8" (Ph-F) "Getting Gertie's Garter." Marie McDonald, Dennis O'Keefe, Barry Sullivan. A dumb-founded scientist tries to keep his wife from knowing of his innocent mix-up with Gertie of the Garter.

10 10 DANGER (NY-L) "A Shawl for Sylvia." (See TV Drama, page 14.)

10:30 3 DANGEROUS ASSIGNMENT (Ph-F) "Sunflower Seed." Steve Mitchell (Brian Donlevy) takes a South American trip, is confronted with a suspicious confession of murder and finds sunflower seeds in the wrong place as his final clue.

10 10 YOUR JEWELER'S SHOWCASE (Ph-F) "Rocking Horse." (See TV Drama, page 14.)

11:00 3 TUESDAY NIGHT PLAYHOUSE (Ph-F) "Spies of the Air." Felix Aylmer. Tale of alien agent engineers, who are secretly perfecting a super-charger to double the power of aircraft engines.

10 10 JOHN FACENDA AND THE NEWS (Ph-L, F) Analysis of day's events

11:10 10 WESTERN'S WEATHERMAN (Ph-L) Phil Sheridan reports weather.

11:15 6 CHANNEL SIX CINEMA (Ph-F) "Smart Politics." Freddie Stewart, June Preisser. A mayor hampers the erection of a youth center.

10 10 SPORTS FINAL (Ph-L) Jack Whitaker

11:25 10 FEATURE THEATRE (Ph-F) "Romance on the Run." Donald Woods, Craig Reynolds star.

12:30 3 NEWS (Ph-L) Earl Gill reports

6 6 TV NEWSREEL & WEATHER (Ph-L, F)

12:35 3 THOUGHT FOR TOMORROW (Ph-F)



WESTERN HERO: No matter how rough the going, how tough the fight, Tim Holt always brings the Western movie to a happy end by proving that good always wins over bad.



PHILADELPHIA HONEYMOONERS: Joseph Masar and wife, Nancy, of 5640 Ridgewood St., Phila., are shown with Bess Myerson on The Big Payoff. The newlyweds appeared during a honeymoon trip to New York, winning \$300-worth of prizes.



PAPER DOLLIES: Robert Cummings, star of "My Hero" has lots of paper dollies to call his own. He makes a hobby of creating unusual paper dolls and his three youngsters encourage Dad in his hobby.



HISTORIC CONTRACT: When Robert E. Sherwood (right) signed a contract calling for the writing of nine original one-hour plays, NBC President Joseph H. McConnell (left) termed it "a significant milestone in the progress of TV."

MIRACLES HAPPEN...With Your **JORDON**



**UPRIGHT
FOOD
FREEZER!**

"Reach-in" Convenience!
no bend! no lift! no grope!

Meals in Minutes!

Cook in quantity, at your convenience
...freeze, then heat and serve in minutes!

Better Food!

Frozen food is the freshest of fresh
food—with vitamins, minerals locked in!

Big Savings!

Buy in quantity, too, at huge
discounts! You'll really save!

**If It's JORDON,
It's RELIABLE
Refrigeration!**

CHANNEL 10

1 P.M. Wednesday

MARIAN KEMP'S Recipe Contest

Prize-winning recipes submitted by competing club groups. Magic Words Telephone Quiz. Valuable Westinghouse appliances awarded daily.



Another dividend for homemakers by
AMERICAN STORES CO.

Action! Thrills! Mystery!

Boston Blackie

TONIGHT

7:00 P.M. Channel 10

Presented by



Esslinger
PREMIUM

Philadelphia's Premium BEER



FREE RECIPES EVERY WEEK!

See
"TELEVISION
KITCHEN"
Of course, it's Electric!



conducted by

Florence P. Hanford



WPTZ WEDNESDAY
2 PM CHANNEL 3

Philadelphia Electric Company

Wednesday

JANUARY 14

(Morning listings on page 22)

11:10 6 **UNIVERSITY OF THE AIR** (Ph-L) "Physics of the Stars." Drexel.

11:30 3 **MRS. U.S.A.** (NY-F) Women's features of interest to housewives.

6 **UNIVERSITY OF THE AIR** (Ph-L) "Cultural Contributions of Penna."

10 **STRIKE IT RICH** (NY-L) Warren Hull quizzes guest Gabriel Pascal.

12:00 3 **LOCAL NEWS** (Ph-L) George Skinner

6 **CONTINUOUS PERFORMANCE THEATRE** (Ph-F) "Rocky." Roddy McDowell. A dog is wrongfully suspected of being a sheep-killer.

10 **BRIDE AND GROOM** (NY-L) Newly-weds are feted by John Nelson.

12:15 3 **LUNCH WITH UNCLE PETE** (Ph-L, F) Pete Boyle presents cartoons.

10 **LOVE OF LIFE** (NY-L) Peggy McCay stars as an ad agency secretary.

12:30 10 **SEARCH FOR TOMORROW** (NY-L) Story of the Barron family.

12:45 3 **PUBLIC SERVICE PROGRAM** (Ph-L) "You and Uncle Sam."

10 **GUIDING LIGHT** (NY-L) Serial.

1:00 3 **HOLLYWOOD PLAYHOUSE** (Ph-F) "It's a Joke, Son." Una Merkel, June Lockhart, Kenny Delmar. The verbose Senator finds his wife running for his own political office.

10 **MARIAN KEMP** (Ph-L) Cooking hints and special recipe contest.

1:30 10 **GARRY MOORE SHOW** (NY-L) Variety. Ivan shows "Curassaw" bird.

2:00 3 **TELEVISION KITCHEN** (Ph-L) Cooking delights with Florence Hanford.

10 **DOUBLE OR NOTHING** (NY-L) Quiz.

2:30 3 **IT'S A SMALL WORLD** (Ph-L) Ruth Weir Miller helps the ladies.

6 **WHAT'S COOKIN'** (Ph-L) Peggy Towne, Violet Hale with hints.

10 **HOUSE PARTY** (LA-L) Art Linkletter presents special guest Russ Morgan.

2:45 3 **PICK YOUR IDEAL** (Ph-L) Fashion quiz with Libby Haynes, fashion commentator, Norman Brooks, emcee.

3:00 3 **THE BIG PAYOFF** (NY-L) Quiz with Bess Myerson, Randy Merriman.

6 **WOMEN IN THE NEWS** (Ph-L) Barbara Wilson reports for the ladies.

10 **MID-DAY MATINEE** (NY-F) "Niagara Falls." Marjorie Woodworth, Zazu Pitts, Tom Brown.

3:15 6 **MRS. FIXIT** (Ph-L) Deborah Adams shows household short-cuts.

3:30 3 **WELCOME TRAVELERS** (Ch-L) Tommy Bartlett interviews strangers.

6 **BANDSTAND** (Ph-L, F) Bob Horn, Lee Stewart with music, dancing, prizes.

3:45 10 **AMERICANS ALL** (Ph-L) "American Literature." Rev. Joseph Bowler with youngsters from Parochial Schools.

Lockhart
1 P.M. (3)Bleyer
8 P.M. (10)Clark
8:30 P.M. (6)Newland
9 P.M. (3)Griffin
10 P.M. (6)Charles
10 P.M. (10)

4:00 3 **KATE SMITH HOUR** (NY-L) Phil Napoleon leads his Memphis Five.

10 **GENE CRANE'S ADVENTURE THEATRE** (Ph-L, F) "Lone Rider Crosses the Rio." George Houston, Al St. John.

4:45 6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall stars in jungle adventure.

4:55 10 **CRUSADER RABBIT** (Ph-F) Cartoons.

5:00 3 **HAWKINS FALLS** (Ch-L) Daily serial of life in a small town.

10 **JUNIOR HI-JINX** (Ph-L, F) With Willie.

5:15 3 **GABBY HAYES SHOW** (NY-L, F) "Valley of Fear." Part Three.

6 **MOVIE MATINEE** (Ph-F) "Two Minutes to Play." Eddie Nugent, Bruce Bennett. A college football hero has a problem on the gridiron.

5:30 3 **HOWDY DOODY** (NY-L, F) Puppets

10 **TODAY'S MOVIE** (Ph-F) "Bulldog Edition." Ray Walker, Evelyn Knapp star

6:00 3 **FRONTIER PLAYHOUSE** (Ph-F) "Border Phantom." Bob Steele featured.

6:30 6 **YOUR NEWS REPORTER** (Ph-L, F) Neil Harvey provides latest data.

10 **NAMES IN THE NEWS** (Ph-L) Alan Scott interviews local news-worthies.

6:40 10 **CASH ON THE LINE** (Ph-L) Bill Hart questions the viewers by phone.

6:45 6 **MOVIE QUICK QUIZ** (Ph-L, F) Dick Clark awards star-studded prizes.

10 **TELEVISION NEWS** (Ph-L, F) Randy Kraft look at day's events.

7:00 3 **TO BE ANNOUNCED**

6 **GEORGE WALSH LOOKS 'EM OVER.** (Ph-L) The analyst chats about sports and sportsmen.

10 **BOSTON BLACKIE** (Ph-F) Kent Taylor, Lois Collier play leading roles.

7:15 6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall with news round-up.

7:25 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with weather outlook.

7:30 3 **THOSE TWO** (LA-L) Martha Stewart, Pinky Lee with capsule musical.

6 **DATE WITH JUDY** (NY-L) "Randolph in Love." Randolph's passion for a new girl in town develops cramps when she stands him up for a date.

10 **NEWS** (NY-L, F) Doug Edwards presents world news.

7:45 3 **NEWS CARAVAN** (NY-L, F) John Cameron Swayze with latest news.

10 **PERRY COMO SHOW** (NY-L) Tunes with Perry and the Fontanes.

8:00 3 **I MARRIED JOAN** (LA-F) Joan falls into a stew of pleas and carats because of a criminal's wife.

6 **FILMED DRAMA** (NY-F) Short play.

10 **ARTHUR GODFREY'S FRIENDS** (NY-L) Arthur presents his "Little Godfreys," Marion Marlowe, Frank Parker, Janette Davis, Julius La Rosa, The Mariners, Chordettes, Tony Marvin, Haleloke.

8:30 3 **MUSIC HALL** (NY-L) Patti Page, Frank Fontaine, Mary Ellen Terry entertain in a New Orleans jazz setting.

6 **TELL IT TO THE MAYOR** (Ph-L) Mayor Joseph S. Clark replies to questions and explores problems sent in by his constituents.

9:00 3 **KRAFT THEATRE** (NY-L) "One Bright Day." (See TV Drama, p. 14.)

6 **STAGE A NUMBER** (NY-L) Budding talent in all branches of show business stage a variety of productions. A Bill Hooks ballet is featured.

10 **STRIKE IT RICH** (NY-L) Quiz with Warren Hull as M.C. "Helping Hand" guest is Guy Lombardo.

9:30 10 **MAN AGAINST CRIME** (NY-F) "Ferry Boat Ride." A toy animal and a pretty girl's lunch box give Mike Barnett (Ralph Bellamy) the clues to a murder on a ferry boat ride.

10:00 3 **THIS IS YOUR LIFE** (LA-L) Ralph Edwards recreates the life of some person chosen for his human interest.

6 **WRESTLING** (Ch-L) Wayne Griffin announces matches at Rainbow Arena.

10 **BOXING** (St. L-L) Ezzard Charles vs. Wes Bascom in 10 round bout.

10:30 3 **BIG PICTURE** (Ph-F) Army film

10:45 10 **SPORTS** (Ph-L) Bill Campbell interviews a sports notable (ADV., p. 6.)

11:00 3 **WEDNESDAY NIGHT PLAYHOUSE** (Ph-F) "Those People Next Door." Charles Victor, Marjorie Rhodes in comedy of love and war-time rationing.

10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:10 10 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan with weather outlook.

11:15 10 **SPORTS FINAL** (Ph-L) Jack Whitaker takes a look at the sports results.

11:25 10 **FEATURE THEATRE** (Ph-F) "I Stand Accused." Robert Cummings, Helen Mack in starring roles.

12:00 6 **TV NEWSREEL AND WEATHER** (Ph-L, F) Frank Hall, Francis Davis.

12:15 6 **WANTED PERSONS** (Ph-F) Criminals.

12:30 3 **NEWS** (Ph-L) Fred Bennett reports

12:35 3 **THOUGHT FOR TOMORROW** (Ph-F)

Stations and networks reserve the right to change listings and points of origination without notice

Sister Act

*Top attractions
of separate shows,
Jayne and Audrey
Meadows also are
terrific as a team*



Jayne (left) and Audrey Meadows.

The Meadows sisters are a couple of fabulous gals. Without benefit of script writers they can put on a hilarious, unrehearsed act that lays them in the aisles. All they have to do is to draw on real material from their lives packed with outlandish incidents.

It's hard to believe that a missionary's household or an Episcopal parsonage could yield so rich a vein of comedy. But then Jayne and Audrey Meadows are not what one might expect of a minister's daughters. Spirited, imaginative and full of the devil, they created their fun out of the stuff of their daily lives.

Became Actresses

They had to make their own entertainment—there was not much in the way of amusement in the remote Chinese Mission where they were born, or later, in the small-town parsonage in the Berkshires. It seems inevitable that in creating a make-believe world into which to escape from a drab reality, they should end up as actresses.

Both are at present on television. Jayne is a member of the "I've Got A Secret" panel and Audrey plays the drab wife of Jackie Gleason in

the husband-wife skit on The Jackie Gleason Show.

They're at their best when they're telling about the pranks they played when they were children, some not exactly fitting into the staid background of a parsonage. Like their little game of seeing how many things each could snitch in supermarkets without detection by the other or the brother who was their partner in crime. It wasn't until later that they discovered all their loot was charged on the monthly grocery bill which their father, the Rev. Francis J. M. Cotter, duly paid. It's the measure of the man that he allowed the children to go on with their little "game" without making a serious issue of it. P.S.: none of the children turned up "delinquent".

In the backgrounds of the life which the sisters made colorful by their sense of humor and capacity for fun, is their mother. She's a beautiful woman so remote from reality that she has little understanding of the kind of demands show business makes upon those who reach for success. She was shocked at the sordid sort of character Audrey plays with Gleason and pained that Audrey should do so unladylike a thing as stand on

her head in a recent Bob and Ray show. She approves of Jayne, however. She's so ladylike as a panel member.

Jayne is tall—five feet seven, with large almond-shaped dark brown eyes, a chiseled profile and fine skin. Her hair at the moment is auburn which she admits is not its natural color. The auburn tint is for tele-genic reasons.

Audrey is the gamine type, but actually, the more practical of the two, and an excellent cook. Jayne is a born hobbyist.

The sisters live together in an apartment on East 57th Street, with a fairy-tale view of Manhattan. Jayne's husband, Milton Kirms, movie writer-producer-director is at present in Italy working on a new Errol Flynn picture.

Audrey is unmarried and, according to Jayne, likely to stay that way—she's the independent kind. And as long as she gets as much fun out of life as she obviously does, there doesn't seem to be any reason for her to make a change.

NOTHING LIKE SHOW BUSINESS: When Audrey Meadows auditioned for the part of Alice of the honeymooners (with Jackie Gleason) she had to de-glamorize herself to get the role.



for your TV SNACK TIME

Newest thing in snacks

CHEESE 'N Spice
by KEEBLER



Your best ice cream buy!



HALF GALLON
ONLY \$1.29

Brock's FROZEN
FRENCH FRIED POTATOES
Just heat, salt, eat!

THE BIG BAD WOLF
(Hal Block is his name)

chooses

**TV'S MOST
EXCITING
WOMEN**

*In the January 17
issue of
TV DIGEST*

DON'T MISS Hal Block's hilarious reasons for singling out television's most glamorous women.

BE SURE TO GET YOUR COPY

Thursday

JANUARY 15
 (Morning listings on page 22)

11:10 6 UNIVERSITY OF THE AIR (Ph-L) "Adhesives." Pa. Military College.

11:30 3 MRS. U.S.A. (NY-F) Subjects range from child care to travel.

6 UNIVERSITY OF THE AIR (Ph-L) "Art Techniques Good or Bad?"

10 STRIKE IT RICH (NY-L) Quiz with Warren Hull as M.C.

12:00 3 LOCAL NEWS (Ph-L) George Skinner.

6 CONTINUOUS PERFORMANCE THEATRE (Ph-F) "Perilous Waters." Don Castle in starring role.

10 BRIDE AND GROOM (NY-L) Weddings.

12:15 3 LUNCH WITH UNCLE PETE (Ph-L, F) Pete Boyle shows cartoons for kids.

10 LOVE OF LIFE (NY-L) Peggy McCay.

12:30 3 SEARCH FOR TOMORROW (NY-L) Drama of the Barron family.

12:45 3 PUBLIC SERVICE PROGRAMS (Ph-L) "You and Uncle Sam."

10 GUIDING LIGHT (NY-L) Daily serial.

1:00 3 HOLLYWOOD PLAYHOUSE (Ph-F) "My Brother's Keeper." Jack Warner,

CHANNEL 10

1:00 P.M. Thursday

SHOP 'N' SAVE MARIAN KEMP

demonstrates food savings.



Gladys Webster

presents Acme bargains for weekend shopping. Magic Words Tel. Quiz. Valuable Westinghouse appliances awarded daily.

Another dividend for homemakers by

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INVITES YOU TO SEE
**WESTERN'S
WEATHERMAN**
11:10 to 11:11 p.m.
Monday through Friday
WCAU-TV Channel 10

**JOHN FACENDA
NEWS** | 11 P.M.
channel

PRESENTED BY

**Esslinger
PREMIUM**



| WPTZ | WFIL-TV | WCAU-TV |
|--|---------|---------|
| 3 | 6 | 10 |
| 10 MARIAN KEMP (Ph-L) Cooking hints, shopping hints, food savings. | | |
| 1:30 10 GARRY MOORE SHOW (NY-L) Variety with gifts from viewers featured. | | |
| 2:00 3 POTS, PANS AND PERSONALITIES (Ph-L) Mary Wilson with guests. | | |
| 10 FUN AND FORTUNE (Ph-L) Audience participation show with Ed Harvey. | | |
| 2:30 3 SOMETHING SPECIAL (Ph-L) New tips. Eleanor Glenn is the hostess. | | |
| 6 WHAT'S COOKIN' (Ph-L) Peggy Towne, Violet Hale with home hints. | | |
| 10 HOUSE PARTY (LA-L) Art Linkletter learns a few things from David Epstein, 80-year-old guest. | | |
| 3:00 3 THE BIG PAYOFF (NY-L) Quiz show | | |
| 6 OPERATION DECORATION (Ph-L) Jean McCormac with decorations. | | |
| 10 MID-DAY MATINEE (NY-F) "Loves of Johanna Godden." Googie Withers, Jean Kent, Derek Bond. | | |
| 3:15 6 THE GOSSIP BENCH (Ph-L) Marge Weiting with entertainment news. | | |
| 3:30 3 WELCOME TRAVELERS (Ch-L) Tommy Bartlett interviews strangers. | | |
| 6 BANDSTAND (Ph-L, F) Bob Horn, Lee Stewart with music, dancing. | | |
| 3:45 10 MIKE AND BUFF (NY-L) Interviews. | | |
| 4:00 3 KATE SMITH HOUR (NY-L) Kate presents "The Hound Dog Man." | | |
| 10 GENE CRANE'S ADVENTURE THEATRE (Ph-L, F) "Billy the Kid Wanted." Buster Crabbe, Al St. John. | | |
| 4:45 6 RAMAR OF THE JUNGLE (Ph-F) Jon Hall in jungle adventures. | | |
| 4:55 10 CRUSADER RABBIT (Ph-F) Cartoons. | | |
| 5:00 3 HAWKINS FALLS (Ch-L) Daily serial | | |
| 10 JUNIOR HI-JINKS (Ph-L, F) Cartoons. | | |
| 5:15 3 REX TRAILER'S RANCH HOUSE (Ph-L) The western singer entertains the kids and calls for square dances. | | |
| 6 MOVIE MATINEE (Ph-F) "It's That Man Again." Tommy Handley, Greta Gynt, Sidney Keith. A dramatic school tries to achieve a dream. | | |
| 5:30 10 TODAY'S MOVIE (Ph-F) "The President's Mystery." Henry Wilcoxon. | | |
| 6:00 3 FRONTIER PLAYHOUSE (Ph-F) "Rough Riders of Cheyenne." Sunset Carson patches up a feud between two battling ranch families. | | |
| 6:30 6 YOUR NEWS REPORTER (Ph-L, F) Neil Harvey reports the day's events. | | |
| 10 NAMES IN THE NEWS (Ph-L) Alan Scott interviews local news-worthies. | | |
| 6:40 10 CASH ON THE LINE (Ph-L) Bill Hart | | |
| 6:45 6 MOVIE QUICK QUIZ (Ph-L, F) Prizes | | |
| 10 TELEVISION NEWS (Ph-L, F) Randy Kraft with world happenings. | | |
| 7:00 3 TO BE ANNOUNCED. | | |
| 6 GEORGE WALSH LOOKS 'EM OVER (Ph-L) Sports news by the expert. | | |
| 10 CRAIG KENNEDY (Ph-F) Donald Woods stars in "File 1313." | | |

Carson
6 P.M. (3)Benzell
8:30 P.M. (6)Niven
8:30 P.M. (10)Stevens
9:30 P.M. (3)McVey
9:30 P.M. (10)Taylor
11 P.M. (3)

7:15 3 **SHORT, SHORT DRAMA** (NY-F) "The New Book." An old farmer loves to read stories until he buys one particular new book.

6 **TV NEWSREEL** (Ph-L, F) Frank Hall.

7:25 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with Friday forecast.

7:30 3 **DINAH SHORE SHOW** (LA-L) Dinah sings in her inimitable style.

6 **THE LONE RANGER** (NY-F) "Trader Boggs." The masked man rides again.

10 **NEWS** (NY-L, F) Douglas Edwards

7:45 3 **NEWS** (NY-L, F) J. Cameron Swazye.

10 **U.S.A. CANTEEN** (NY-L) Jane Froman sings, "It's a Lovely Day Today."

8:00 3 **GROUCHO MARX SHOW** (LA-F) The quip-master jokes with contestants.

6 **THE GREATEST MAN ON EARTH** (NY-L) Party games, tests of skill.

10 **BURNS AND ALLEN** (NY-F) Gracie's disappointment over the neighbors' plan to move away takes flower in a fiendish plan to make them stay.

8:30 3 **T-MEN IN ACTION** (NY-L) "The Case of the Gilded Cage." A clumsy romance develops when a slick crook works an amusement-tax dodge.

6 **CHANCE OF A LIFETIME** (NY-L) Dennis James with out-of-town talent. Mimi Benzell is special guest.

10 **FOUR STAR PLAYHOUSE** (NY-F) "Man on the Train." (TV Drama, p. 14)

9:00 3 **DRAGNET** (NY-F) Sgt. Joe Friday has to prove that the murder confession of an itinerant laborer is false. (See story on page 16.)

6 **PERSPECTIVE** (NY-L) "The University's Role in Training for Public Service." Dr. Harold Dodds of Princeton officiates.

10 **BIFF BAKER, U.S.A.** (NY-F) Biff (Alan Hale, Jr.) and Louise are involved in a terrorist plot in Cairo.

9:30 3 **FORD THEATRE** (NY-F) "This is My Heart." (See TV Drama, p. 14.)

6 **VALENTINO SHOW** (NY-L) Songs by Barry Valentino.

10 **BIG TOWN** (NY-F) "Night Club Shakedown." Steve and Lorelei suspect a night club proprietor of running a shakedown racket.

10:00 3 **MARTIN KANE, PRIVATE EYE** (NY-L) Lee Tracy plays the sleuth.

6 **TV TIME** (Ph-F) Highlights of Iona vs. Kings, N.Y.U. vs. W. Va. college basketball games.

10 **MY LITTLE MARGIE** (NY-F) Vern's first problem, as head of a Citizen's Committee to enforce the law, is coping with speedster Margie.

10:30 3 **PRESIDENT TRUMAN SPEAKS** (DC-L) The Chief Executive addresses the nation from the White House on an informal basis and gives his farewell message to the people.

6 **MYSTERY HOUR** (Ph-F) "Crimson Key." Kent Taylor, Doris Dowling

10 **TV NEWS AND WEATHER** (Ph-L, F) Frank Hall, Francis Davis report.

10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:00 3 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan with Friday outlook.

11:15 6 **STARS AT MIDNIGHT** (Ph-F) Musical

10 **SPORTS FINAL** (Ph-L) Jack Whitaker with sports chatter

11:25 10 **FEATURE FILM** (Ph-F) "Bulldog Edition." Ray Walker, Evelyn Knapp star.

12:10 3 **NEWS** (Ph-L) Earl Gill reports.

12:15 3 **THOUGHT FOR TOMORROW** (Ph-F).

SEE

"TREASURY MEN IN ACTION"

EVERY WEEK

True, Authentic Cases

EVERY THURSDAY 8:30 P.M.
WPTZ CHANNEL 3

ENJOY

BORDEN'S INSTANT COFFEE

EVERY DAY

Tastes so rich
because it's
100%
PURE CRYSTALS
OF
100%
PURE COFFEE



He's Only On Audio

Frank Milano who imitates anything from a rundown battery to Rootie Kazootie is never seen on TV



THE burr head beaming above is neither a pro-football lineman nor a Met basso-profundo . . . he is Frank Milano, the man whose voice is truly his fortune.

You've never seen Frank on your TV screen but you've heard him time and time again . . . not as the voice of a man but as Gala-Poochie Pup and Poison Zoomack on the Rootie Kazootie show, as the voice of the live parrot on the Bill Goodwin stanza, as the snap, crackle, pop of Kellogg's Rice Crispies commercial, as an automobile starter with a run-down battery for Prest-O-Lite, the voice of a jet-propelled spoon for a cereal commercial on Space Cadet, as a motor boat with a sense of humor on the Berle show, and as the voice of the puppet captain pirate on Captain Video.

These are just his television sound assignments. In addition Frank has been heard on radio on "Let's Pretend," as all the animals on the Bobby Benson program, as a gorilla, elephant, lion, burrow and mosquito. On the "Voice of America" he has impersonated Edgar Allan Poe's "Black Cat" and Rip Van Winkle's dog. He has just signed a precentent-setting contract for his "Little Nipper" series on records.

Although interested in wild life, Frank broke into the entertainment field as an actor, both in stock and radio. With money the root of all evil

and three squares being a necessity of life, Frank took a job as expeditor in the engineering department of DuPont in his home town of Wilmington, Del. When DuPont made a special broadcast of its "Cavalcade of America" program in Wilmington, Frank took part and finally ended up in New York as an extra on the show.

After doing the "Our Town" animal sounds in the Raymond Massey USO troupe, Milano swore off reading lines and concentrated on sound effects and animal voices. A big step in his career was when he topped a couple of pounds-full of sure-enough dogs in auditions for the voice of the grandson of Victor's famous terrier in "His Master's Voice." Feeling that Frank's imitation sounded more authentic than the real pooches, he became "Little Nipper" in 1948 and has been cutting more than 50 "Nipper" sides per year ever since.

Milano takes his profession very seriously . . . and why not, his specialty brings him between \$35,000 and \$50,000 per annum! He says he projects himself into the animal or sound he is imitating. When he does a dog he asks if it is to be a big animal or a small one, if it is of even disposition, excitable, nasty, or what.

A rather fitting finale to the tale of Milano, the mogul of TV sound, is the fact that Mrs. Milano is a mechanical engineer.

THERE SHOULD BE A TV DIGEST IN YOUR FUTURE



NEXT WEEK

- ★ HAL BLOCK Chooses
TV'S MOST
EXCITING WOMEN
- ★ The PROBLEM TV
DETECTIVES CAN'T SOLVE
- ★ TV MYTHS—and how
they're exploded



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CHANNEL 10

1:00 P.M. Friday

GLADYS WEBSTER

and guests, and
interesting food
facts.

MAGIC WORD \$200 APPLIANCE
AWARD EVERY FRIDAY.

Another dividend for homemakers by

AMERICAN STORES CO.



TONIGHT'S THE NIGHT

A NEW
DENNIS DAY
MORE LAUGHS

more
Fun than ever!

On the
RCA VICTOR SHOW.
WPTZ Ch. 3-8-8:30 P.M.

WRESTLING

WPTZ channel 3 | 11 P.M.

PRESENTED BY

Esslinger
PREMIUM



TO

12 P.M.

MIDNIGHT

Friday

JANUARY 16

(Morning listings on page 22)

11:10 6 UNIVERSITY OF THE AIR (Ph-L) "The Practical Value of Birds."

11:30 3 MRS. U.S.A. (NY-F) Topical films.

6 UNIVERSITY OF THE AIR (Ph-L) "Insuring the Risks." Rider College.

10 STRIKE IT RICH (NY-L) Warren Hull quizzes guest Nancy Walker.

12:00 3 LOCAL NEWS (Ph-L) Georgie Skinner.

6 CONTINUOUS PERFORMANCE THEATRE (Ph-F) "Variety." The Yaconelli Brothers and the Carolina Crooners.

10 BRIDE & GROOM (NY-L) Weddings.

12:15 3 LUNCH WITH UNCLE PETE (Ph-L, F) Pete Boyle presents cartoons for kids.

10 LOVE OF LIFE (NY-L) Peggy McCay.

12:30 10 SEARCH FOR TOMORROW (NY-L) Story of the Barron family.

12:45 3 PUBLIC SERVICE PROGRAM (Ph-L) "Your Board of Health Presents."

10 GUIDING LIGHT (NY-L) Daily serial.

1:00 3 HOLLYWOOD PLAYHOUSE (Ph-F) "Gas House Kids Go West." Carl Switzer, Bennie Bartlett. The kids earn a vacation on a ranch.

10 GLADYS WEBSTER (Ph-L) Interview with outstanding personality.

1:30 10 GARRY MOORE SHOW (NY-L) Variety. The cast goes "hillbilly."

2:00 3 TWO TO THREE (Ph-L) Musical variety with Bob Morris, Irene Knight, Joe Frasetto's orch., Eleanor Glenn, Mary Wilson with a potpourri.

2:30 6 KITCHEN CALENDAR (Ph-L) Violet Hale, Peggy Towne aid women.

10 HOUSE PARTY (LA-L) Art Linkletter chats with guest Richard Maddox.

3:00 3 THE BIG PAYOFF (NY-L) Super quiz.

6 BRINGING UP JUNIOR (Ph-L) Helen Hickler examines children's problems.

10 MID-DAY MATINEE (NY-F) "Tall Timber." George O'Brien.

3:15 6 MARY JONES SHOW (Ph-L) Antiques presented by the noted hostess.

3:30 3 WELCOME TRAVELERS (Ch-L) Tommy Bartlett chats with strangers.

6 BANDSTAND (Ph-L, F) Bob Horn.

3:45 10 MEET BETTY FURNESS (Ph-F) Betty chats with composer Richard Rodgers.

4:00 3 KATE SMITH HOUR (NY-L) Kate features Anthony Allen and Hodges.

10 GENE CRANE'S ADVENTURE THEATRE (Ph-L, F) "Lone Rider in Texas Justice." Dennis Moore, Al St. John.

4:45 6 RAMAR OF THE JUNGLE (Ph-F) Jon Hall stars in jungle adventures.

4:55 10 CRUSADER RABBIT (Ph-F) Cartoons.

5:00 3 HAWKINS FALLS (Ch-L) Daily serial

10 JUNIOR HI-JINX (Ph-L, F) Cartoons

5:15 3 GABBY HAYES SHOW (NY-L, F) "Valley of Fear." Part 5.

Flynn
5 P.M. (3)Dilly Dally
5:30 P.M. (3)Godfrey
9 P.M. (10)Ratoff
10 P.M. (6)Cassell
10:45 P.M. (10)Grove
11 P.M. (6)

6 **MOVIE MATINEE** (Ph-F) "Shanghai Chest." Charley Chan puts his wits to work on a mystery.

5:30 3 **HOWDY DOODY** (NY-L, F) Puppets.

10 **TODAY'S MOVIE** (Ph-L) "Beware of Ladies." Donald Cook, Judith Allen

6:00 3 **SIX GUN CINEMA** (Ph-F) "Oregon Trail Scouts." Allan Lane, Bobby Balke as Red Ryder and Little Beaver.

6:30 6 **YOUR NEWS REPORTER** (Ph-L, F) Neil Harvey with latest events.

10 **NAMES IN THE NEWS** (Ph-L) Alan Scott interviews local news-worthies.

6:40 10 **CASH ON THE LINE** (Ph-L) Bill Hart

6:45 6 **MOVIE QUICK QUIZ** (Ph-L, F) Prizes awarded to Dick Clark's viewers.

10 **TELEVISION NEWS** (Ph-L, F) Randy Kraft with day's events.

7:00 3 **HERMAN HICKMAN SHOW** (NY-L) The famous football coach interviews people from all walks of life.

6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) The expert on sports chats about athletic endeavors.

10 **CISCO KID** (Ph-F) Cisco and Pancho find that a boy's philosophy needs more attention than his gunshot wound, although it is less obvious.

7:15 3 **THE HANDY MAN** (Ph-L) Jack Creamer with home suggestions.

6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall with latest news.

7:25 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with latest forecast.

7:30 3 **THOSE TWO** (LA-L) Musical series.

6 **STU ERWIN SHOW** (NY-F) Stu takes steps to save money on eggs.

10 **NEWS** (NY-L, F) Doug Edwards.

7:45 3 **NEWS CARAVAN** (NY-L, F) John Cameron Swayze analyzes the news.

10 **PERRY COMO SHOW** (NY-L) Tunes with Perry and the Fontane Sisters.

8:00 3 **DENNIS DAY SHOW** (LA-L) Dennis finds life in a boarding house anything but dull.

6 **ADVENTURES OF OZZIE AND HARRIET** (NY-F) "Stop Worrying." Ozzie finds it hard to take his own advice when all the worries of modern man arise on a sleepless night.

10 **MAMA** (NY-L) A young biology professor becomes a steady visitor at the Hanson house.

8:30 3 **LIFE OF RILEY** (NY-F) Riley (William Bendix) sets out to buy a new suit but ends up in a police station.

6 **REBOUND** (NY-F) "Quiet Sunday." (See TV Drama, p. 14.)

10 **MY FRIEND IRMA** (LA-L) Irma (Marie Wilson) can't tell the time of day when she loses an antique clock.

9:00 3 **BIG STORY** (NY-L, F) Reporter Albert James (Pontiac Mich. Daily News) tells how the celebration of his wedding anniversary turned into a night of horror.

6 **LIFE BEGINS AT 80** (NY-L) Jack Barry with oldtimers as panelists.

10 **MOTORAMA** (NY-L) Arthur Godfrey officiates at a super motor show as televiewers get a specially conducted tour around the floor.

9:30 3 **THE ALDRICH FAMILY** (NY-L) Henry brings home a surprise which causes unusual complications, including a visit by Henry to the psychiatrist.

6 **TALES OF TOMORROW** (NY-L) "The Discovered Heart." Drama.

10:00 3 **BOXING** (NY-L) Harold Johnson (Phila.) vs. Jimmy Slade.

6 **TWENTY QUESTIONS** (NY-L) Jay Jackson emcees for Fred Vanden-ter, Florence Rinard, Herb Polesie, Johnny McPhee and Gregory Ratoff.

10 **MR. AND MRS. NORTH** (NY-F) "House Behind the Wall." When the Norths go househunting they stumble across murder in an eerie country home.

10:30 6 **DOWN YOU GO** (Ch-L) Dr. Bergen Evans moderates the word game.

10 **CHARLES LAUGHTON READINGS** (Ph-F) The famous actor reads the story of "Shadrack."

10:45 3 **GREATEST FIGHTS OF THE CENTURY** (NY-F) Joe Louis vs. Max Baer.

10 **THE WORLD THIS WEEK** (Ph-L) Barry Cassell sums up the week.

11:00 3 **WRESTLING** (Ph-F) Matmen tangle.

6 **MARCH OF DIMES TELETHON** (Ph-L) Jimmy Blaine, Betty Ann Grove participate in an all-out effort to raise funds for infantile paralysis. Chief Halftown, George Walsh, Tom Moorehead also assist until 2 A.M.

10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:10 10 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan with forecast.

11:15 10 **SPORTS FINAL** (Ph-L) Jack Whitaker

11:25 10 **FEATURE THEATRE** (Ph-F) "The President's Mystery." Henry Wilcoxon.

12:00 3 **NEWS** (Ph-L) Fred Bennett reports

12:05 3 **THOUGHT FOR TOMORROW** (Ph-F)

ROUNDS vs. POINTS

BY HARVEY POLLACK

All the furore about the Joey Giardello—Billy Graham decision reversal serves the purpose of accentuating the various type of scoring systems utilized in the states from whence your TV boxing originates.

Essentially it's just a matter of whether points determine the winners of the bouts, whether rounds constitute the entire scoring system or whether a combination of both methods is used. Boxing now comes your way on Mondays from Brooklyn, on Wednesday from places like Detroit, Chicago, St. Louis, Los Angeles, and Cleveland, on Fridays from New York and starting Jan. 24 on Saturdays from Philadelphia, Baltimore, Washington.

The round system is a type we like least of all and it's used right here in Pennsylvania among other places. Under this plan, the officials award the rounds to one fighter or another or else call it even. At the end of the fight the boxer with the greater number of rounds gains the verdict of the officials.

We don't like this style. A boxer can win a round by a wide margin, knocking his opponent all over the ring, and still not gain a thing on an adversary who wins a round by the skin of his teeth. After all the bout is divided into rounds for the convenience of the boxers, and a battle to the finish would be to the liking of many ringsiders who feel the rest periods take the edge off a bout.

TV ring rooters confused by contrasting methods used in various states

The New York system uses rounds primarily. If there is a stalemate, it then reverts to a point system which has the judges dividing three points between the fighters. This method is better than the round-soley method but it's still not the best as several fights from the Garden have demonstrated over the years.

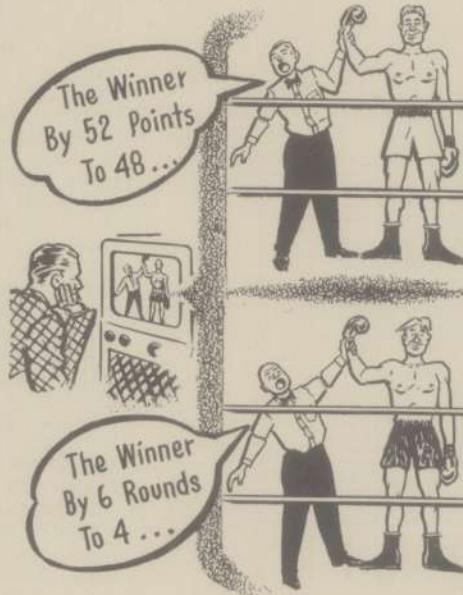
We like the point system best of all. There are various methods, some states dividing ten points a round between the fighters, others using 12 and some going as high as 15. In each case, it's the man with the more points who wins the bout.

Under this plan a fellow who wins

a round by a wide margin may get an 8-2 edge in points. A man who wins by a close margin takes the session, 6-4. In this way, a man can still win the fight even though he doesn't win as many rounds as his opponent. What's more the plan gives an incentive to a boxer who has been whipped in the first part of a bout to rally in the later portions and have a chance to win. Under the round plan in a 10-

rounder, a boxer who wins the first 6 rounds (mainly on close shaves) can't lose the bout unless he's kayoed. In the point system, a boxer can lose the first 6 rounds (say all by 6 to 4) and still take the duke if he should win the last four by margins like 7-3 and 8-2.

So there are the plans. We told you which one we like. Which one do YOU prefer?



Saturday

JANUARY 10

8:30 MUSICAL MOMENTS. Popular tunes.
 8:45 COVERED WAGON THEATRE. Film.
 9:45 STORY BOOK LAND. Tales for kids.
 10:00 SKY KING. Kirby Grant stars.
 10:30 TALENT TIME. Children entertain.
 11:00 SPACE PATROL. Futuristic adventure.
 11:30 THIS IS THE LIFE. "The Beginning of the Rainbow." Religious drama.
 12:00 BIG TOP. Jack Sterling presents headline circus acts. Chris Keegan, Dapper Dan.
 1:00 MEET YOUR GUARDIANS OF SAFETY.
 1:15 TO BE ANNOUNCED.
 5:00 TWENTY QUESTIONS. Panel quiz.
 5:30 DOWN YOU GO. Dr. Bergen Evans.
 6:00 STU ERWIN SHOW. Domestic comedy
 6:30 DAVE BRANDT SPORTS DESK. News.
 6:40 TO BE ANNOUNCED.
 6:55 TOMORROW'S SUNDAY NEWS.
 7:30 MY HERO. Robert Cummings stars as the bumbling Beanblossom.
 8:00 ALL-STAR REVUE. Tallulah Bankhead welcomes guests Milton Berle, Dennis King, Patsy Kelly, Phil Foster.
 9:00 YOUR SHOW OF SHOWS. Variety show
 10:30 HIT PARADE. Dramatized song hits.
 11:00 NEWS AND SPORTS HIGHLIGHTS.
 11:10 REGIONAL NEWS. Frank Whalen.
 11:15 TELEVISION CLUB. Bob and Ray.
 11:30 RACKET SQUAD. Reed Hadley featured.
 12:00 SPORTS NOTES. Jim Cox reports.

Sunday

JANUARY 11

10:45 SUNDAY SERENADE. Classical music.
 11:00 SUNDAY MEDITATION. Religious films.
 12:00 THIS IS YOUR LIFE. Ralph Edwards.
 12:30 FILM FEATURETTE. Brief topic.
 12:45 NATURE OF THINGS. Dr. Roy K. Marshall.
 1:00 I MARRIED JOAN. Joan finds trouble when she tries to reform a bad boy.
 1:30 M.S.T.C. PRESENTS. Educational program.
 2:00 BURNS AND ALLEN. Gracie finds a suicide note in George's pocket.
 2:30 BEAT THE CLOCK. Bud Collyer host.
 3:00 IN THE PUBLIC INTEREST.
 3:30 MR. AND MRS. NORTH. "On The Rocks." The case of murder by poison.
 4:00 KUKLA, FRAN & OLLIE. Puppets.
 4:30 ZOO PARADE. R. Marlin Perkins.
 5:00 HALL OF FAME. (See TV Drama, p. 14.)
 5:30 TO BE ANNOUNCED.
 6:00 SANCTUARY TIME. Religious service.
 6:30 I LOVE LUCY. Lucille Ball, Desi Arnaz.
 7:00 RED SKELTON SHOW. Comedy sketches.
 7:30 MISTER PEEPERS. Wally Cox stars.
 8:00 COMEDY HOUR. Abbott and Costello. Guests Gisele McKenzie, Victor Borge.
 9:00 TV PLAYHOUSE. (See TV Drama, p. 14.)
 10:00 THE DOCTOR. Warner Anderson stars.
 10:30 AMATEUR REVUE. Talent show.
 11:00 TOAST OF THE TOWN. Ed Sullivan with guests Billy Eckstine, Phil Spitalny.
 12:00 NEWS AND SPORTS FINAL. Chuck Zink.
 12:10 REGIONAL NEWS. Sam Anderson.

WGAL-TV

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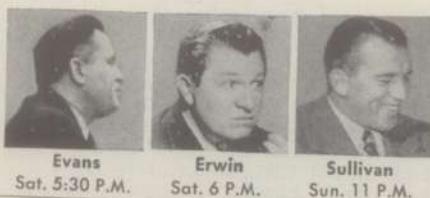
Monday

JANUARY 12

7:00 TODAY. Dave Garroway starts the day. News, weather, entertainment.
 9:00 HYMNS OF FAITH. Religious songs.
 9:15 RECORD ROOM. Popular hits.
 9:40 WANTED PERSONS. F.B.I. flyers.
 9:45 MORNING NEWS. Winston Burdett.
 10:00 DING-DONG SCHOOL. Stories and activities for the pre-school child.
 10:30 ARTHUR GODFREY TIME. Variety.
 10:45 FILM FEATURETTE. Short subjects.
 11:00 BRIDE AND GROOM. Newlyweds are feted by host, John Nelson.
 11:15 NAME THE BRAND. Mac Macauley, Marijane Landis conduct a phone quiz.
 11:30 STRIKE IT RICH. Warren Hull as M.C.
 12:00 TV FARMER. Bob Malick.
 12:15 LOVE OF LIFE. Serial drama.
 12:30 NEWS OF THE WORLD. Sam Anderson.
 12:40 REGIONAL NEWS. Dave Brandt.
 12:45 GUIDING LIGHT. Daily serial.
 1:00 FROM THE KITCHEN DOOR. Carriebelle Lee Lounsberry, hostess.
 1:30 MUSICAL MATINEE. Leading stars.
 1:45 CIVIL DEFENSE. Joseph J. Capp, Jr.
 2:00 FILM FEATURETTE. Short subjects.
 2:30 SEARCH FOR TOMORROW. Serial.
 2:45 TODAY WITH KAY. Kay Cuskey with interviews, features for the women.
 3:00 THE BIG PAYOFF. The super quiz.
 3:30 WELCOME TRAVELERS. Tommy Bartlett.
 4:00 KATE SMITH HOUR. Songs and interviews with Kate Smith, Ted Collins.
 5:00 HAWKINS FALLS. Serial drama.
 5:15 GABBY HAYES SHOW. "Valley of Fear."
 5:30 HOWDY DOODY. Bob Smith as host.
 6:00 COVERED WAGON THEATRE. Western.
 6:30 SPORTS, WEATHER, NEWS. Latest reports
 7:00 PERRY COMO SHOW. Popular tunes by Perry and the Fontane Sisters.
 7:15 MUSIC BOX. Leo Kelly is host.
 7:30 THOSE TWO. Martha Stewart.
 7:45 WINCHELL-MAHONEY SHOW. Paul Winchell, Jerry Mahoney with comedy.
 8:00 VOICE OF FIRESTONE. Howard Barlow's orch. with guest artist Eugene Conley.
 9:00 JEWELER'S SHOWCASE. Drama.
 9:30 ROBERT MONTGOMERY PRESENTS. Drama. (See TV Drama, page 14.)
 10:30 STUMP YOUR NEIGHBOR. Local quiz.
 11:00 NEWS AND SPORTS FINAL. Chuck Zink.
 11:10 REGIONAL NEWS. Leo Kelly.
 11:15 MY LITTLE MARGIE. Gale Storm, Charles Farrell in a father-daughter comedy.
 11:45 LIVE LIKE A MILLIONAIRE. John Nelson
 12:15 SPORTS NOTES. Roundup.
 12:20 WANTED PERSONS. F.B.I. flyers.

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Tuesday

JANUARY 13

7:00 TODAY. Dave Garroway starts the day.
 9:00 HYMNS OF FAITH. Religious songs.
 9:15 RECORD ROOM. Popular music.
 9:45 MORNING NEWS. Winston Burdett.
 10:00 DING-DONG SCHOOL. Educational program for the pre-school child.
 10:30 ARTHUR GODFREY TIME. Variety.
 10:45 FILM FEATURETTE. Short subjects.
 11:00 BRIDE AND GROOM. Newlyweds are feted by host, John Nelson.
 11:15 NAME THE BRAND. Mac Macauley, Marjane Landis conduct a phone quiz.
 11:30 STRIKE IT RICH. Warren Hull as M.C.
 12:00 TV FARMER. Bob Malick.
 12:15 LOVE OF LIFE. Peggy McCay stars.
 12:30 NEWS OF THE WORLD. Sam Anderson.
 12:40 REGIONAL NEWS. Dave Brandt.
 12:45 GUIDING LIGHT. Daily serial.
 1:00 FROM THE KITCHEN DOOR. Carriebelle Lee Lounsberry, hostess.
 1:30 MUSICAL MATINEE. Leading stars.
 2:00 WHEEL OF FORTUNE. Todd Russell
 2:30 SEARCH FOR TOMORROW. Serial.
 2:45 TODAY WITH KAY. Kay Cuskey with interviews, women's angle on the news.
 3:00 THE BIG PAYOFF. Fashion prizes.
 3:30 WELCOME TRAVELERS. Tommy Bartlett interviews interesting strangers.
 4:00 KATE SMITH HOUR. Music, interviews.
 5:00 HAWKINS FALLS. Small town story.
 5:15 GABBY HAYES SHOW. "Valley of Fear."
 5:30 HOWDY DOODY. Puppets for kids.
 6:00 COVERED WAGON THEATRE. Western.
 6:30 SPORTS, WEATHER, NEWS. Latest reports.
 7:00 CISCO KID. Duncan Renaldo in western adventure film with Lee Carrillo.
 7:30 DINAH SHORE SHOW. Songs and music
 7:45 NEWS. John Cameron Swayze.
 8:00 STAR THEATRE. Milton Berle presents variety, music, comedy and guests.
 9:00 FIRESIDE THEATRE. "Many Happy Returns." (See TV Drama, page 14.)
 9:30 CIRCLE THEATRE. Drama. (See TV Drama, page 14.)
 10:00 TWO FOR THE MONEY. Herb Shriner emcees a multiple-answer quiz.
 10:30 U.S.A. CANTEEN. Jane Froman sings a duet with her mother.
 10:45 SHORT, SHORT THEATRE. Drama.
 11:00 NEWS AND SPORTS FINAL. Chuck Zink.
 11:10 REGIONAL NEWS. Frank Whalen.
 11:15 MAN AGAINST CRIME. Ralph Bellamy finds the perfume of flowers masking the odor of a counterfeit plot.
 11:45 SPORTS NOTES. Roundup.

Wednesday

JANUARY 14

7:00 TODAY. Dave Garroway starts the day.
 9:00 HYMNS OF FAITH. Religious songs.
 9:15 RECORD ROOM. Popular music.
 9:40 WANTED PERSONS. F. B. I. Flyers.
 9:45 MORNING NEWS. Winston Burdett.
 10:00 DING-DONG SCHOOL. Pre-school children learn various things.
 10:30 ARTHUR GODFREY TIME. Variety.
 10:45 FILM FEATURETTE. Short subjects.
 11:00 BRIDE AND GROOM. Newlyweds are feted by host, John Nelson.
 11:15 NAME THE BRAND. Mac Macauley, Marjane Landis conduct a phone quiz.
 11:30 STRIKE IT RICH. Warren Hull as M.C.
 12:00 TV FARMER. Bob Malick.
 12:15 LOVE OF LIFE. Serial drama.
 12:30 NEWS OF THE WORLD. Sam Anderson.
 12:40 REGIONAL NEWS. Dave Brandt.
 12:45 GUIDING LIGHT. Daily serial story.
 1:00 FROM THE KITCHEN DOOR. Carriebelle Lee Lounsberry hostess.
 1:30 MUSICAL MATINEE. Top stars perform.
 1:45 TELE SHOPPER. Mac Macauley and Loretta Adams with shopping tips.
 2:00 TO BE ANNOUNCED.
 2:30 SEARCH FOR TOMORROW. Serial.
 2:45 TODAY WITH KAY. Kay Cuskey with the women's angle on the news.
 3:00 THE BIG PAYOFF. Quiz show.
 3:30 WELCOME TRAVELERS. Tommy Bartlett
 4:00 KATE SMITH HOUR. Special features,
 5:00 HAWKINS FALLS. Small town story.
 5:15 GABBY HAYES SHOW. "Valley of Fear."
 5:30 HOWDY DOODY. Children's show.
 6:00 COVERED WAGON THEATRE. Western.
 6:30 SPORTS, WEATHER, NEWS. Latest reports.
 7:00 PERRY COMO SHOW. Hit tunes.
 7:15 PEOPLE MAKE THE NEWS. Frank Whalen interviews local news worthies.
 7:30 THOSE TWO. Variety comedy with Martha Stewart, Pinky Lee.
 7:45 NEWS. John Cameron Swayze.
 8:00 ARTHUR GODFREY'S FRIENDS. Variety with Marion Marlowe, Frank Parker.
 9:00 KRAFT THEATRE. Drama. (See TV Drama, page 14.)
 10:00 BOXING. Russ Hodges announces.
 10:45 SLANTS ON SPORTS. Dave Brandt
 11:00 NEWS AND SPORTS FINAL. Chuck Zink.
 11:10 REGIONAL NEWS. Leo Kelly reporting up to the minute local news.
 11:15 WRESTLING. Wayne Griffin announces from Rainbow Arena in Chicago.
 12:00 SPORTS NOTES. Roundup.
 12:05 WANTED PERSONS. F.B.I. flyers.



Barlow



McCay



Parker



Webb



Riva



Allison

Mon. 8:30 P.M. Tues. 12:15 P.M.

Wed. 8 P.M.

Thu. 9 P.M.

Fri. 10:45 A.M.

Fri. 12:45 P.M.

Thursday

JANUARY 15

7:00 TODAY. Dave Garroway's variety.
 9:00 HYMNS OF FAITH. Religious songs.
 9:15 RECORD ROOM. Popular music.
 9:45 MORNING NEWS. Winston Burdett.
 10:00 DING-DONG SCHOOL. Pre-school show.
 10:30 ARTHUR GODFREY TIME. Variety.
 10:45 SONGS FOR YOU. Dorothy Kell Foose presents a program of song.
 11:00 BRIDE AND GROOM. Newlyweds are feted by host, John Nelson.
 11:15 NAME THE BRAND. Mac Macauley.
 11:30 STRIKE IT RICH. Warren Hull as M.C.
 12:00 TV FARMER. Bob Malick.
 12:15 LOVE OF LIFE. Drama.
 12:30 NEWS OF THE WORLD. Sam Anderson.
 12:40 REGIONAL NEWS. Dave Brandt.
 12:45 GUIDING LIGHT. Daily serial.
 1:00 FROM THE KITCHEN DOOR. Carriebelle Lee Lounsberry, hostess.
 1:30 MUSICAL MATINEE. Leading stars.
 2:00 WHEEL OF FORTUNE. Todd Russell
 2:30 SEARCH FOR TOMORROW. Drama.
 2:45 TODAY WITH KAY. Kay Cuskey with special features of interest to women.
 3:00 QUIZ KIDS. Jack Barry sitting in the quiz master's seat.
 3:30 WELCOME TRAVELERS. Tommy Bartlett interviews interesting strangers.
 4:00 KATE SMITH HOUR. Special features.
 5:00 HAWKINS FALLS. Life in a small town.
 5:15 GABBY HAYES SHOW. "Valley of Fear."
 5:30 HOWDY DOODY. Puppets.
 6:00 COVERED WAGON THEATRE. Western.
 6:30 SPORTS, WEATHER, NEWS. Latest reports
 7:00 JACK BENNY SHOW. Jack presents Jimmy and Gloria Stewart in their TV debut and a New Year's Eve skit.
 7:30 DINAH SHORE SHOW. Popular tunes.
 7:45 NEWS. John Cameron Swayze.
 8:00 GROUCHO MARX SHOW. A lively quiz with Groucho as quip-master.
 8:30 FOREIGN INTRIGUE. Jerome Thor stars.
 9:00 DRAGNET. Jack Webb stars in an authentic police drama taken from the Los Angeles Police Department files.
 9:30 FORD THEATRE. Drama.
 10:00 MARTIN KANE, PRIVATE EYE. Lee Tracy portrays a "Private Eye" as he brings dangerous criminals to justice.
 10:30 RED KAIN'S NEWS COMMENTS.
 10:45 SHORT, SHORT THEATRE. Drama.
 11:00 NEWS AND SPORTS FINAL. Chuck Zink.
 11:10 REGIONAL NEWS. Frank Whalen.
 11:15 WRESTLING. From Hollywood.
 12:15 SPORTS NOTES. Roundup.

Friday

JANUARY 16

7:00 TODAY. Dave Garroway's variety.
 9:00 HYMNS OF FAITH. Religious songs.
 9:15 RECORD ROOM. Popular music.
 9:45 MORNING NEWS. Winston Burdett.
 10:00 DING-DONG SCHOOL. Program designed to interest pre-schoolers.
 10:30 TO BE ANNOUNCED.
 10:45 MEET BETTY FURNESS. Miss Furness welcomes guest actress Marie Riva.
 11:00 BRIDE AND GROOM. John Nelson, M.C.
 11:15 NAME THE BRAND. Mac Macauley, Marijane Landis conduct a phone quiz.
 11:30 STRIKE IT RICH. Warren Hull as M.C.
 12:00 TV FARMER. Bob Malick.
 12:15 LOVE OF LIFE. Serial drama.
 12:30 NEWS OF THE WORLD. Sam Anderson.
 12:40 REGIONAL NEWS. Dave Brandt.
 12:45 GUIDING LIGHT. Jone Allison stars.
 1:00 FROM THE KITCHEN DOOR. Carriebelle Lee Lounsberry, hostess.
 1:30 MUSICAL MATINEE. Leading performers.
 1:45 A LIFE IN YOUR HANDS. Lt. Saber presents a talk on safe driving.
 2:00 BIG PICTURE. War films.
 2:30 SEARCH FOR TOMORROW. Serial.
 2:45 TODAY WITH KAY. Kay Cuskey with discussions, news, interviews.
 3:00 THE BIG PAYOFF. Quiz show.
 3:30 WELCOME TRAVELERS. Tommy Bartlett.
 4:00 KATE SMITH HOUR. Kate sings and introduces features for women.
 5:00 HAWKINS FALLS. Small town story.
 5:15 GABBY HAYES SHOW. "Valley of Fear." Tom Tyler stars. Part five.
 5:30 HOWDY DOODY. Puppets.
 6:00 ADVENTURES OF WILD BILL HICKOK. Guy Madison, Andy Devine in western.
 6:30 SPORTS, WEATHER, NEWS. Latest reports.
 7:00 PERRY COMO SHOW. Perry presents guests Les Paul and Mary Ford.
 7:15 IN THE PUBLIC INTEREST.
 7:30 THOSE TWO. Comedy and music.
 7:45 NEWS. John Cameron Swayze with up to the minute world news.
 8:00 DENNIS DAY SHOW. Situation comedy.
 8:30 THE LIFE OF RILEY. William Bendix.
 9:00 THE BIG STORY. Reporter's adventures.
 9:30 THE ALDRICH FAMILY. Comedy series.
 10:00 BOXING. Harold Johnson vs. Jimmy Slade from St. Nicholas Arena, N. Y.
 10:45 GREATEST FIGHTS OF THE CENTURY.
 11:00 NEWS AND SPORTS FINAL. Chuck Zink.
 11:10 REGIONAL NEWS. Leo Kelly.
 11:15 PREMIUM PLAYHOUSE. "East Meets West." George Arliss stars.

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